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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

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SLIDES FOR THEORY LECTURES

(DON'T SKIP THEM, THEY ARE SUPER IMPORTANT 🤓)

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SECTION 01 — WELCOME AND FIRST STEPS

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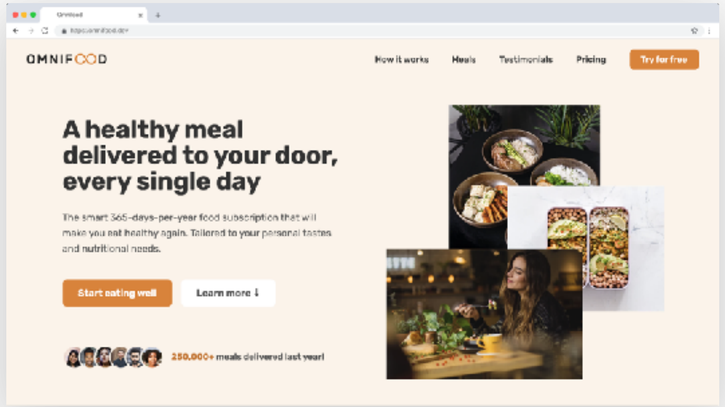
SECTION

WELCOME AND FIRST STEPS

LECTURE

A HIGH-LEVEL OVERVIEW OF WEB DEVELOPMENT

FRONT-END VS. BACK-END DEVELOPMENT



STATIC WEBSITE ← Website where files are simply sent to browser as they are

`index.html` `style.css` `style.css` `script.js` `image.jpg` `image.jpg`

HTML CSS JS

The 3 languages that **browsers** understand

BROWSER

REQUEST →

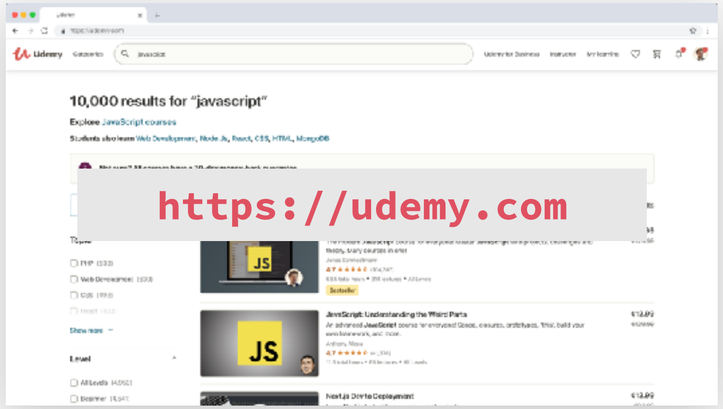
← **RESPONSE**

WEB SERVER

The process of writing

FRONT-END DEVELOPMENT

FRONT-END VS. BACK-END DEVELOPMENT



DYNAMIC WEBSITE

Website files are "assembled" on the server

index.html | style.css | script.js | image.jpg

HTML CSS JS

BROWSER

REQUEST

RESPONSE

WEB SERVER

APP

DB

node.js php

etc...

The 3 languages that **browsers** understand

The process of writing

FRONT-END DEVELOPMENT

BACK-END DEVELOPMENT

Back-end languages that run on **servers**

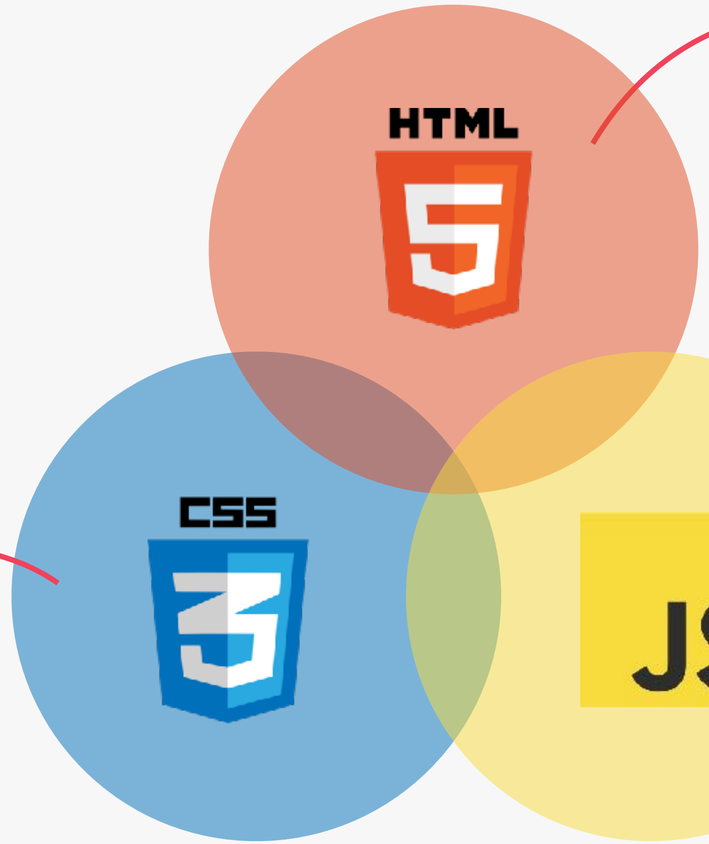
THE 3 **LANGUAGES** OF THE FRONT-END

CONTENT

NOUNS

`<p></p>`

means “***paragraph***”



ADJECTIVES

`p {color: red}`

means “the paragraph text is ***red***”

VERBS

`p.hide();`

means “***hide*** the paragraph”

PRESENTATION

PROGRAMMING LANGUAGE: DYNAMIC EFFECTS AND WEB APPLICATIONS

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WELCOME AND FIRST STEPS

LECTURE

WATCH BEFORE YOU START!

SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

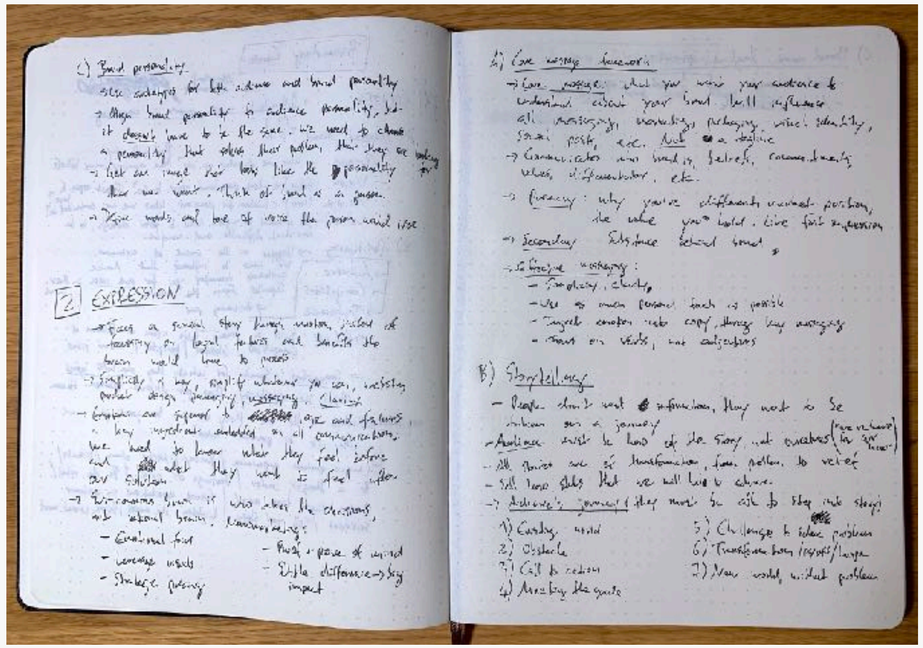
😱 **If this is your first time ever writing code, please don't get overwhelmed.** It's 100% normal that **you will not understand everything** at the beginning. ***Just don't think "I guess coding is not for me"!***

SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

👩‍💻 **You need to code along with me!** You will learn **ZERO** HTML and CSS skills by just sitting and watching me code. You really have to write code **YOURSELF**!

SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

📝 **If you want the course material to stick, take notes.** Notes on code syntax, notes on theory concepts, notes on everything!



Totally non-coding... Try to understand a single word 😂

SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

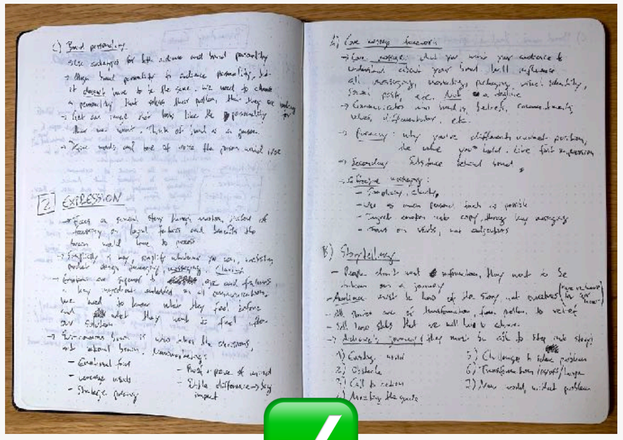
🤓 **Try all the coding challenges!** Try to do your best, but if you get stuck for too long, watch the solution. **Don't beat yourself up if you can't figure it out!** Just rewatch the lectures that were covered in the challenge, try to understand them better, and move on.

Watch for this sign!

PAUSE THE VIDEO
FOR CHALLENGE

SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

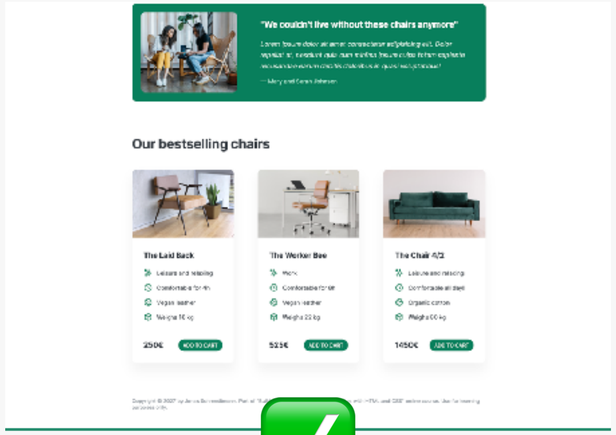
⏳ **Before moving on from a section, make sure that you understand exactly what was covered.** Take a break, review the code we wrote, review your notes, review the projects we built, and maybe even write some code yourself.



✅

```
.chair-details li:not(:last-child) {
  /* margin-bottom: 24px; */
  margin-bottom: 16px;
}

.chair-icon {
  width: 24px;
  height: 24px;
  stroke: #687f53;
}

.chair-price {
  display: flex;
  justify-content: space-between;

  align-items: center;
  font-size: 20px;
}

footer {
```

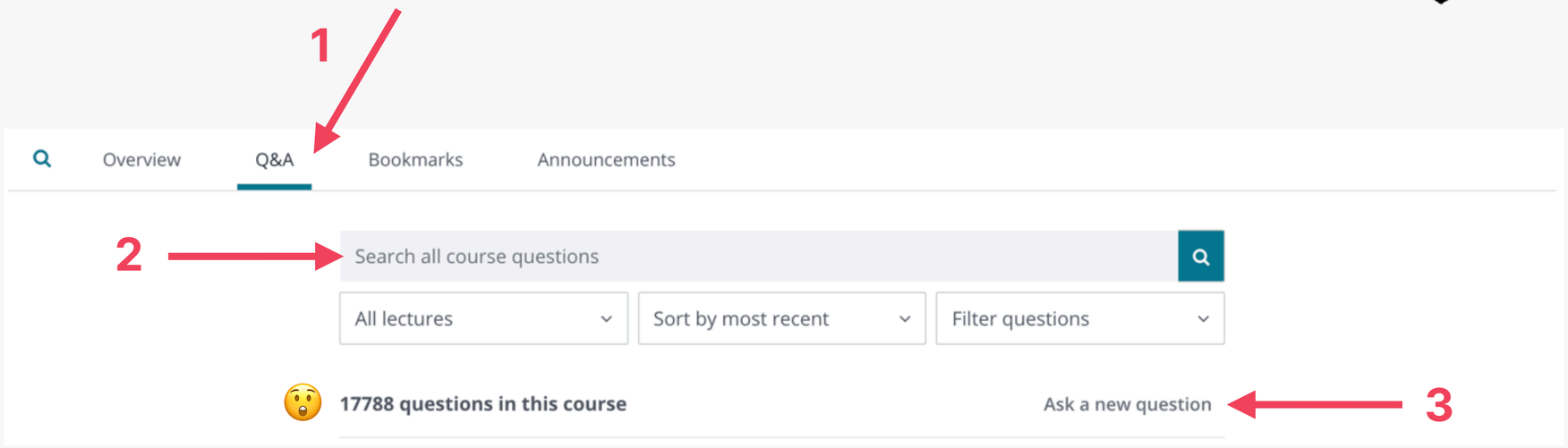
✅



✅

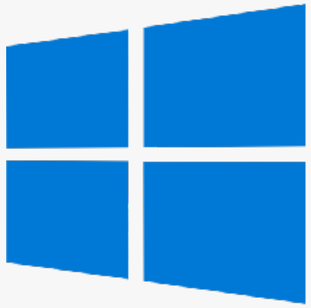
SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

⁉️ If you have an error or a question, **start by trying to solve it yourself! This is essential for your progress. If you can't solve it, check the Q&A section**. If that doesn't help, you can **ask a new question**. Use a short description, and post code on codepen.io.



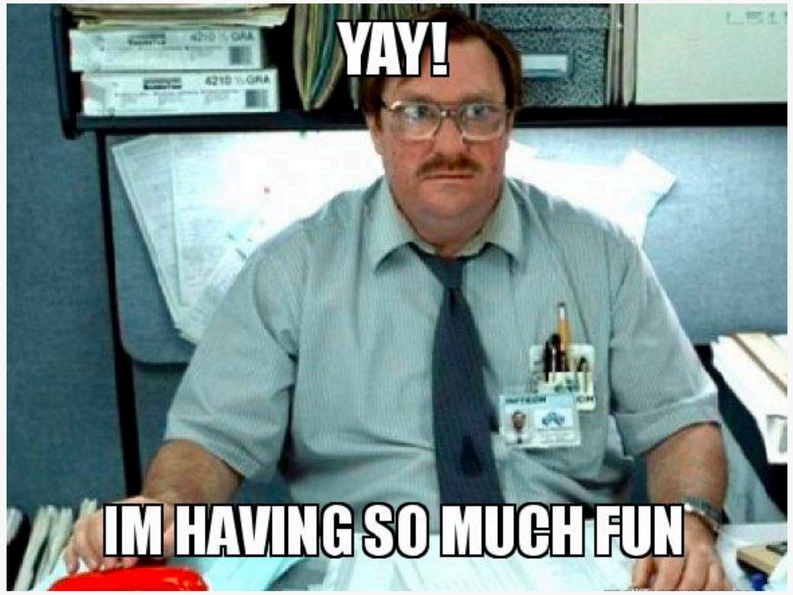
SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

🖥️ **I recorded this course on a Mac, but everything works the exact same way on Windows or Linux.** If something doesn't work on your computer, it's **NOT** because you're using a different OS.



SOME QUICK CONSIDERATIONS BEFORE WE START... 🚀

😍 **Most importantly, have fun!** It's so rewarding to see something that **YOU** have built **YOURSELF**! So if you're feeling frustrated, stop whatever you're doing, and come back later!



And I mean **REAL** fun 😅

SECTION 02 — HTML FUNDAMENTALS

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SECTION

HTML FUNDAMENTALS

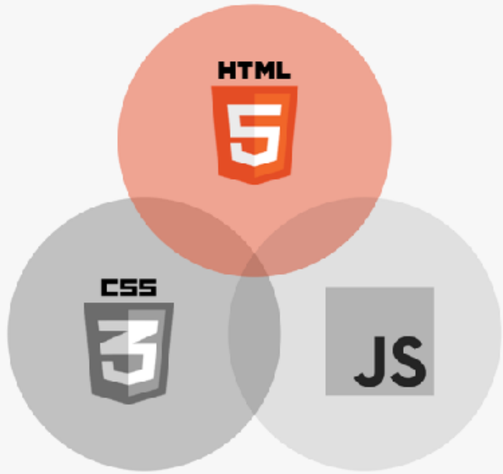
LECTURE

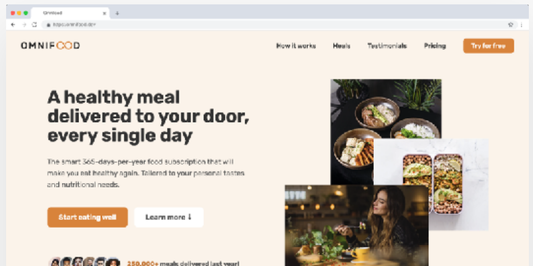
INTRODUCTION TO HTML

WHAT IS **HTML**?

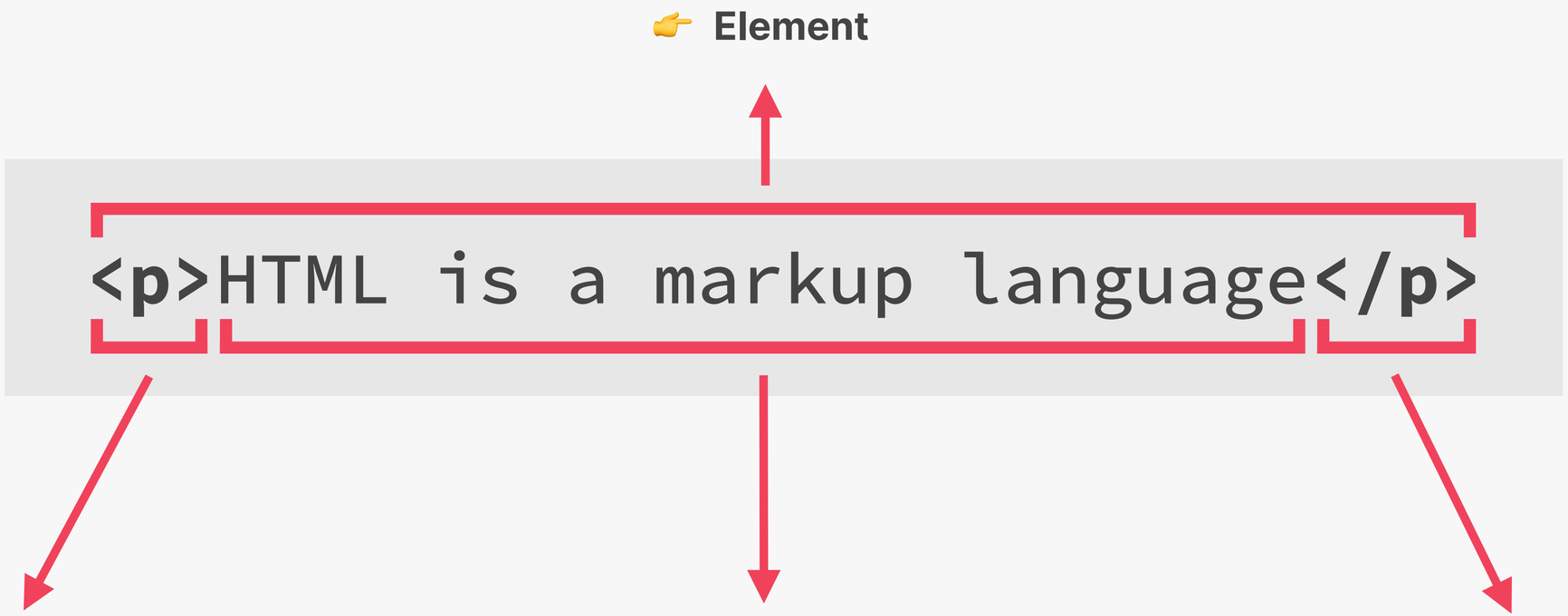
HTML

- 👉 **H**yper**T**ext **M**arkup **L**anguage
- 👉 HTML is a markup language that web developers use to **structure and describe the content** of a webpage (*not a programming language*)
- 👉 HTML consists of **elements** that describe different types of content: paragraphs, links, headings, images, video, etc.
- 👉 Web browsers understand HTML and **render HTML code as websites**





ANATOMY OF AN HTML ELEMENT



👉 **Opening tag:** Name of the element, wrapped in < and >

👉 **Content:** Content of the element, in this example text. But it might be another element (**child element**). Some elements have **no content** (e.g. `<img>`)

👉 **Closing tag:** Same as opening tag, but with a `/`. When element has no content, it's omitted

SECTION 03 — CSS FUNDAMENTALS

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SECTION

CSS FUNDAMENTALS

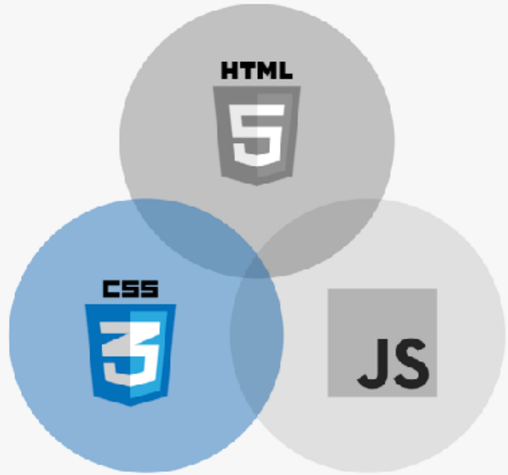
LECTURE

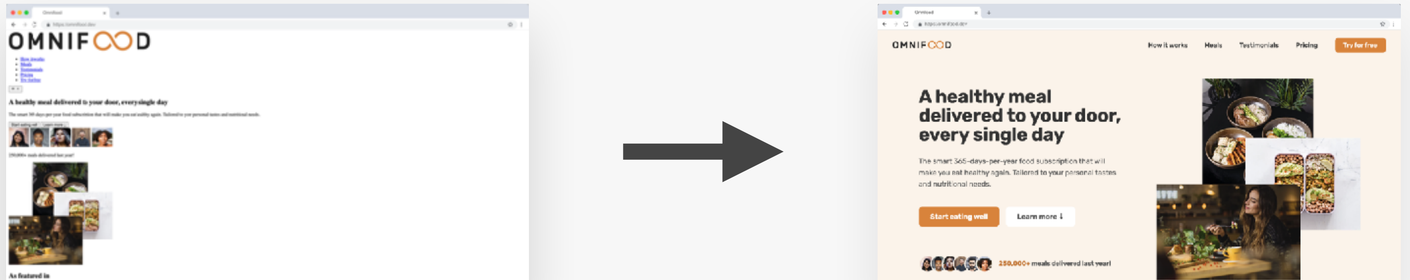
INTRODUCTION TO CSS

WHAT IS **CSS**?

CSS

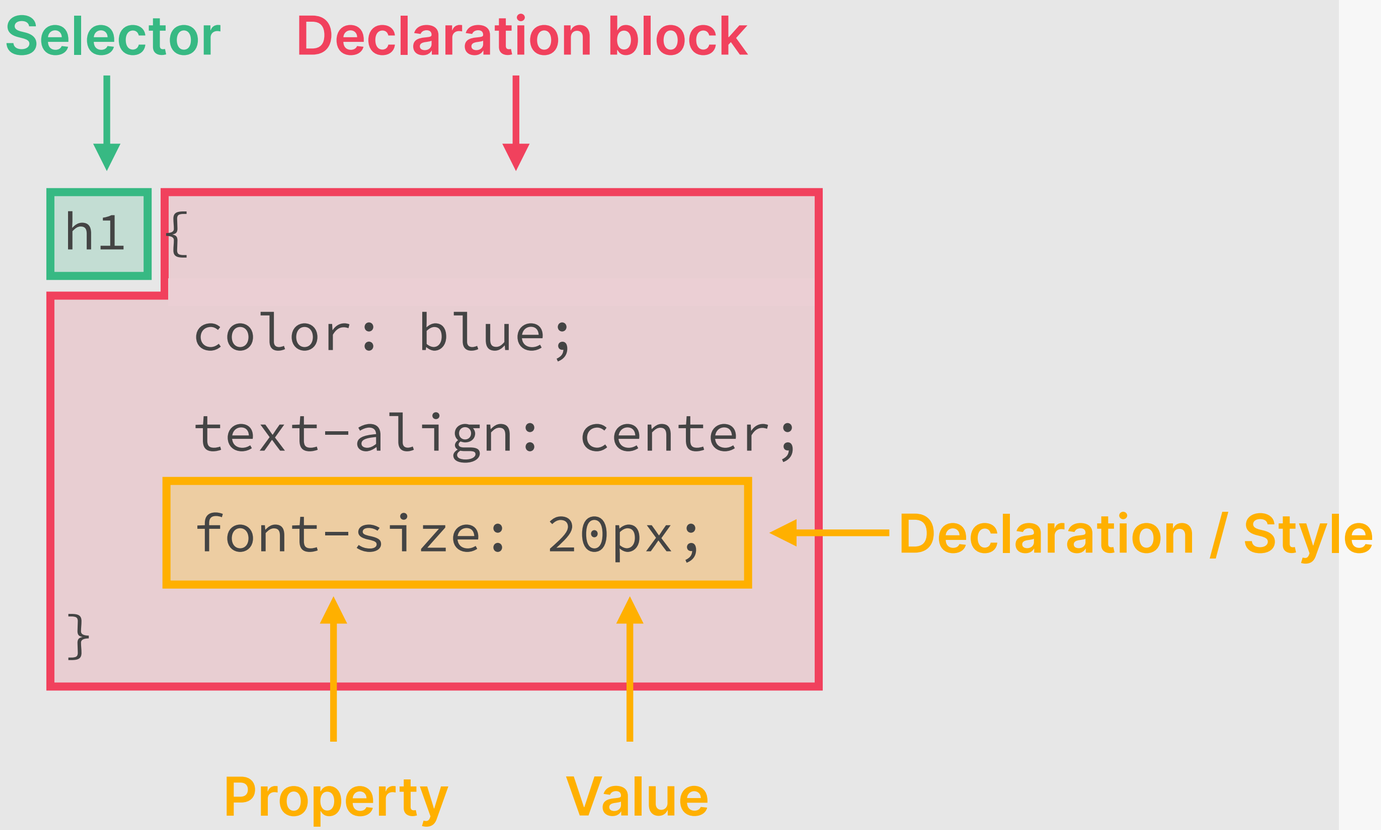
- 👉 **C**ascading **S**tyle **S**heets
- 👉 CSS describes the **visual style and presentation** of the **content written in HTML**
- 👉 CSS consists of countless **properties** that developers use to format the content: properties about font, text, spacing, layout, etc.





HOW WE **SELECT** AND **STYLE** ELEMENTS

A CSS RULE



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SECTION

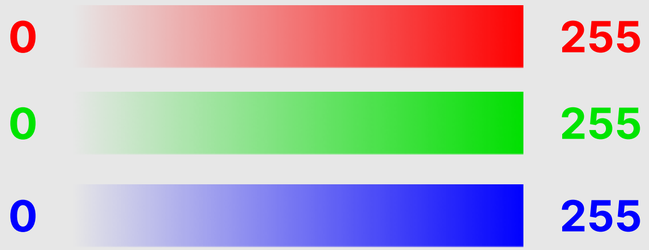
CSS FUNDAMENTALS

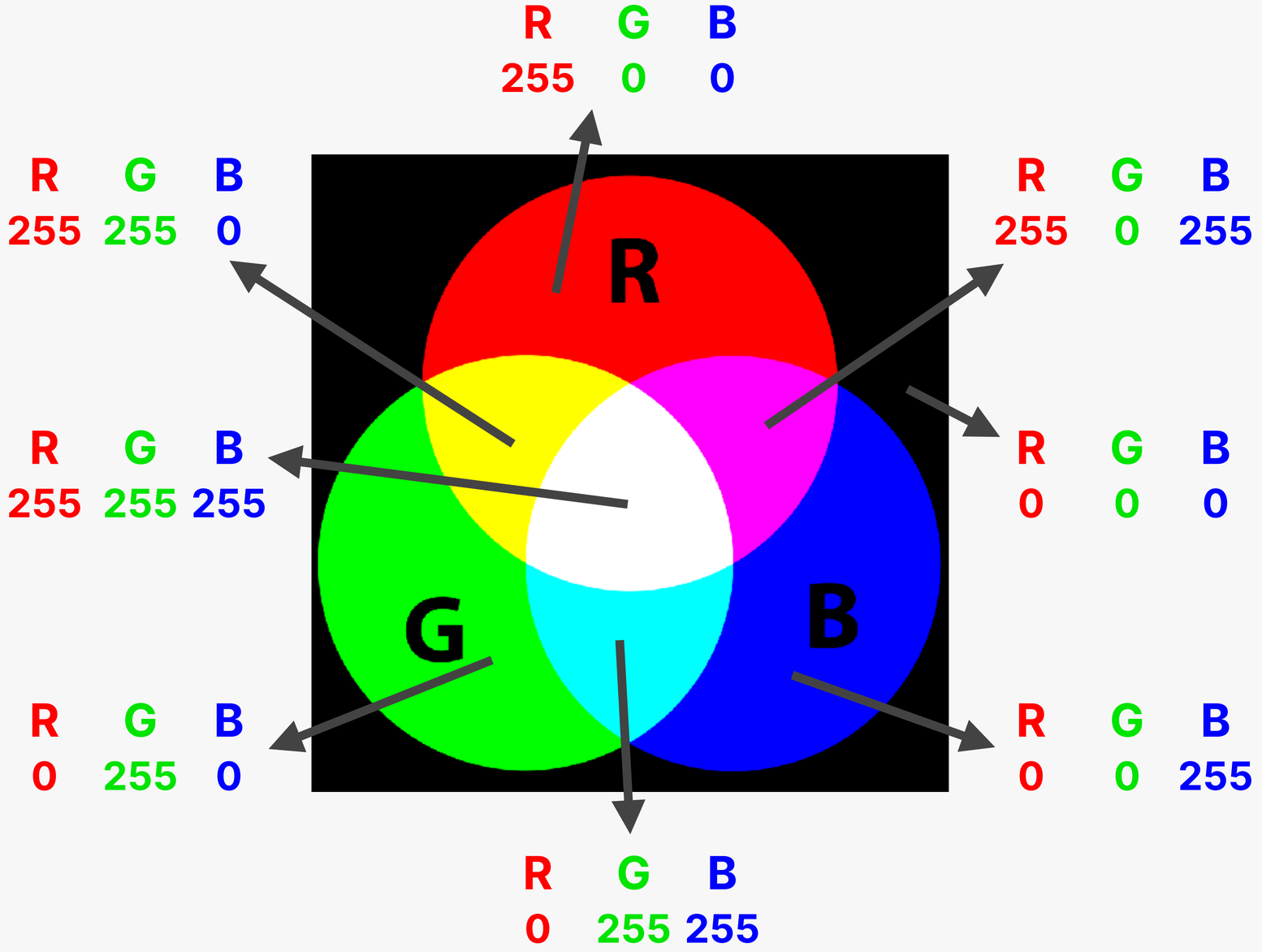
LECTURE

WORKING WITH COLORS

THE **RGB** MODEL

- 👉 **RGB Model:** Every color can be represented by a combination of **RED**, **GREEN** and **BLUE**
- 👉 Each of the 3 base colors can take a value between **0** and **255**, which leads to 16.8 million different colors





DEFINING COLORS IN CSS

1 RGB / RGBA NOTATION

👉 Regular RGB model

```
rgb(0, 255, 255)
```

👉 RGB with **transparency** (“alpha”)

```
rgba(0, 255, 255, 0.3)
```

```
#f4b33f
```

```
rgb(244, 179, 63)
```

```
rgba(244, 179, 63, 0.7)
```

2 HEXADECIMAL NOTATION

👉 Instead of using a scale from 0 to 255, we go from **0 to ff** (255 in hexadecimal numbers)

```
#00ffff
```

👉 Shorthand, when all colors are identical pairs

```
#0ff
```

💡 In practice, we mostly use **hexadecimal** colors, and **rgba** when we need transparency

👉 Color picker in VS Code

SHADES OF **GREY**

- 👉 When colors in all 3 channels are the same, we get a **grey color**
- 👉 There are 256 pure grays to choose from

`rgb(0, 0, 0) / #000000 / #000`

`rgb(69, 69, 69) / #444444 / #444`

`rgb(183, 183, 183) / #b7b7b7`

`rgb(255, 255, 255) / #ffffff / #fff`

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CSS FUNDAMENTALS

LECTURE

CSS THEORY #1: CONFLICTS BETWEEN SELECTORS

CONFLICTING SELECTORS AND DECLARATIONS

```html
<p id="author-text" class="author">
  Posted by Laura Jones on Monday, June 21st 2027
</p>
```

```css
.author {
  font-style: italic;
  font-size: 18px;
}

#author-text {
  font-size: 20px;
}

p,
li {
  font-family: sans-serif;
  color: #444444;
  font-size: 22px;
}
```

🤔 There are **multiple selectors** selecting the same element. **Which one of them applies?**

🤓 ***All of them. All rules and properties are applied!***

⬇

🤔 But there are **conflicting** `font-size` declarations! Is it `18px`, or `20px`, or `22px`?

🤓 *Let's see how it works...*

RESOLVING CONFLICTING DECLARATIONS

Highest priority

5 Declarations marked `!important`

↓ No `important!` ?

4 Inline style (`style` attribute in HTML)

↓ No inline style?

3 ID (#) selector → Multiple? → 👉 **Last selector** in code applies *

↓ No # selector?

2 Class (`.`) or pseudo-class (`:`) selector → Multiple?

↓ No `.` or `:` selector?

1 Element selector (`p`, `div`, `li`, etc.) → Multiple?

↓ No element selector?

0 Universal selector (`*`)

Lowest priority

```css
.author {
  font-style: italic;
  font-size: 18px;
}

#author-text {
  font-size: 20px;
}

p,
li {
  font-family: sans-serif;
  color: #444444;
  font-size: 22px;
}
```

👉 There is an ID selector (`#author-text`), so **for the conflicting `font-size` property**, this is the selector that applies

☝️ * It's a bit more complicated in reality

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CSS FUNDAMENTALS

LECTURE

CSS THEORY #2: INHERITANCE AND THE UNIVERSAL SELECTOR

HOW **INHERITANCE** WORKS

Parent element

```
<body>
  <nav>
    This is the navigation
  </nav>

  <h1>My website</h1>

  <p>
    The text is this paragraph
    is completely irrelevant 😄
  </p>

</body>
```

```
color: #444444;
font-size: 16px;
font-family: sans-serif;
```

```
color: #444444;
font-size: 16px;
font-family: sans-serif;
```

```
color: #444444;
font-size: 16px;
font-family: sans-serif;
```

```
body {
  color: #444444;
  font-size: 16px;
  font-family: sans-serif;

  border-top: 10px solid #1098ad;
}
```

The `border` property does **NOT** get inherited

```
h1 {
  color: #1098ad;
  font-size: 32px;
  text-transform: uppercase;
}
```

OVERRIDING INHERITED STYLES

☝️ Not all properties get inherited. It's mostly ones **related to text**: `font-family`, `font-size`, `font-weight`, `font-style`, `color`, `line-height`, `letter-spacing`, `text-align`, `text-transform`, `text-shadow`, `list-style`, etc.

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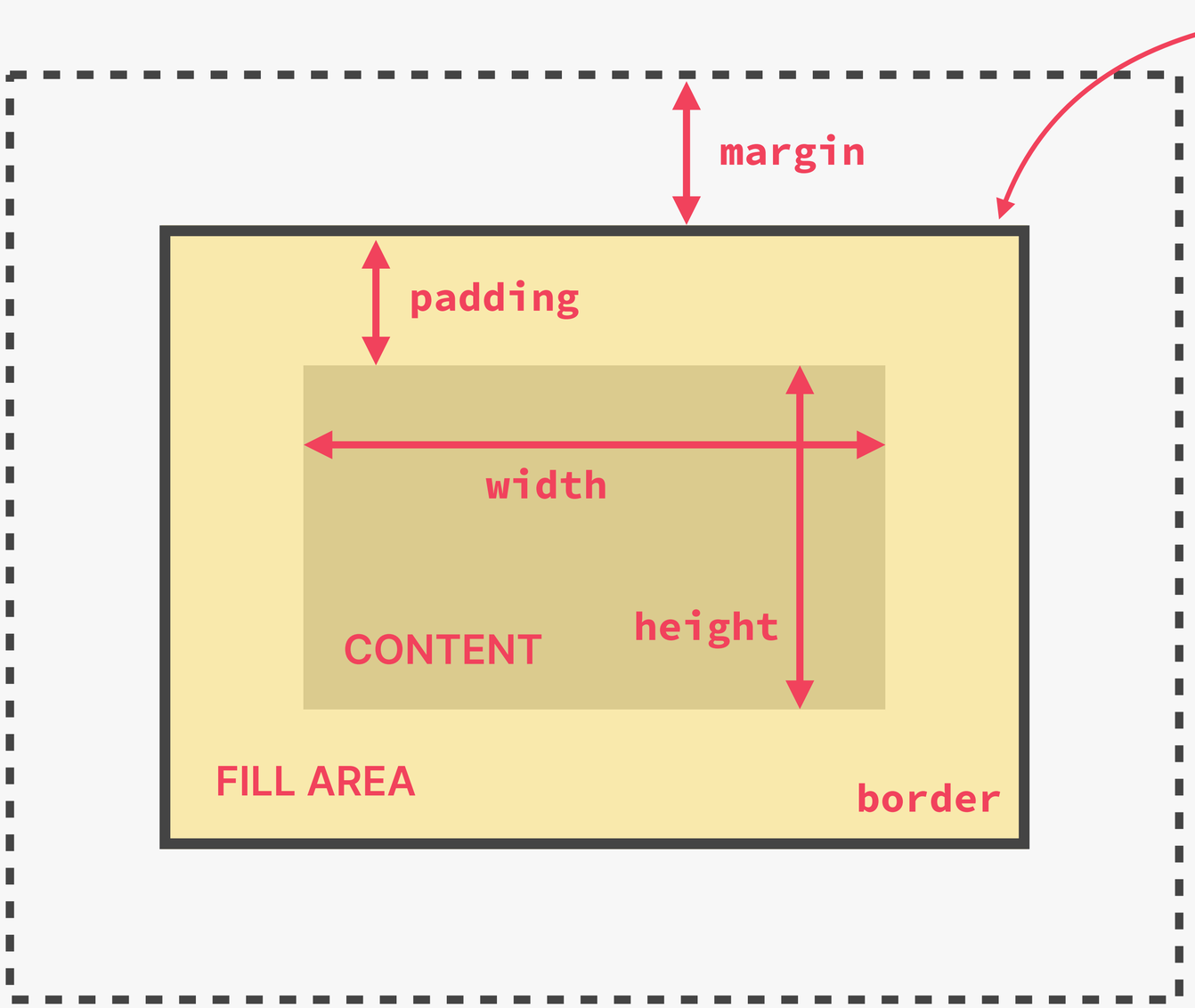
CSS FUNDAMENTALS

LECTURE

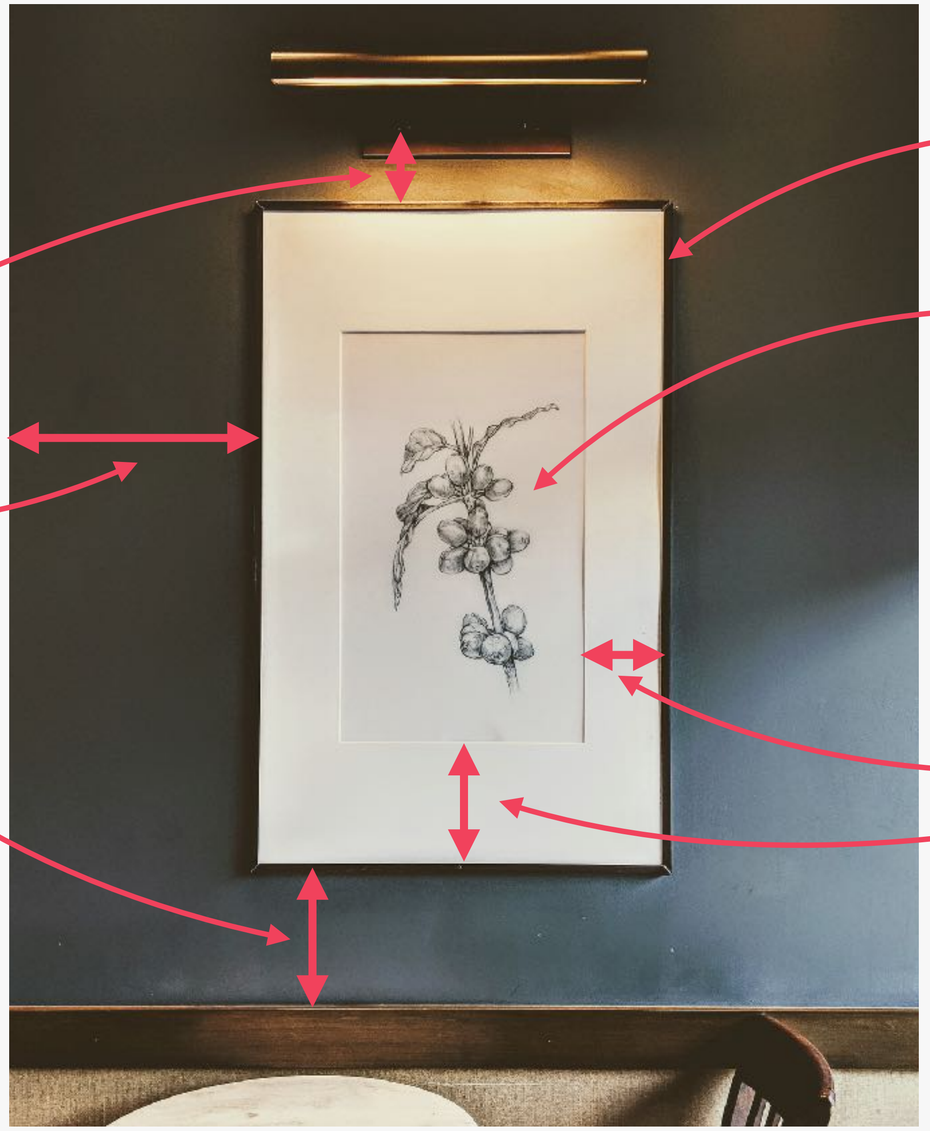
CSS THEORY #3: THE CSS BOX MODEL

THE CSS BOX MODEL



- 👉 **Content**: Text, images, etc.
- 👉 **Border**: A line around the element, still **inside** of the element
- 👉 **Padding**: Invisible space around the content, **inside** of the element
- 👉 **Margin**: Space **outside** of the element, between elements
- 👉 **Fill area**: Area that gets filled with **background color** or **background image**

ANALOGY FOR THE CSS BOX MODEL

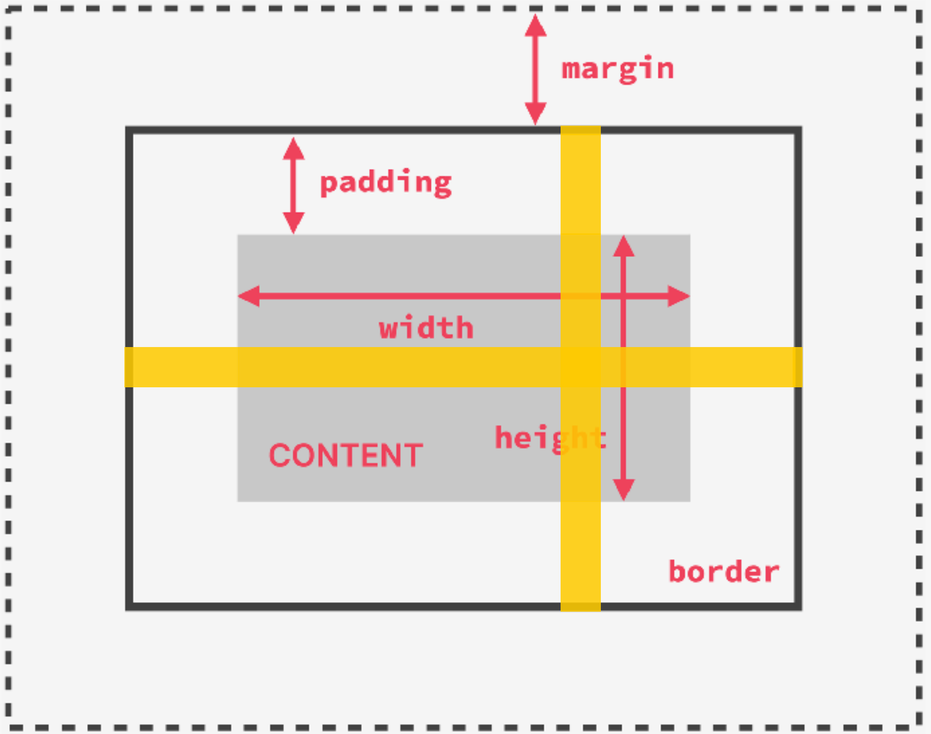


ELEMENT **HEIGHT** AND **WIDTH** CALCULATION

Final element width = left border + left padding + width + right padding + right border

Final element height = top border + top padding + height + bottom padding + bottom border

- 👉 We can specify all these values using CSS properties
- 👉 This is the **default behavior**, but we can change it



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CSS FUNDAMENTALS

LECTURE

CSS THEORY #4: TYPES OF BOXES

BLOCK-LEVEL ELEMENTS

- 👉 Elements are formatted visually as **blocks**
- 👉 Elements occupy **100% of parent element's width**, no matter the content
- 👉 Elements are **stacked vertically** by default, one after another
- 👉 The box-model **applies as showed** earlier

Default elements: `body, main, header, footer, section, nav, aside, div, h1-h6, p, ul, ol, li, etc.`

With CSS: `display: block`

The Basic Language of the Web: HTML

*Posted by **Laura Jones** on Monday, June 21st 2027*

All modern websites and web applications are built using three *fundamental* technologies: HTML, CSS and JavaScript. These are the languages of the web.

In this post, let's focus on HTML. We will learn what HTML is all about, and why should learn it.

What is HTML?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quam recusandae reprehenderit vitae ratione veritatis corrupti sit ut vero, dolores nulla exercitationem eos quod iusto incidunt, perferendis alias tenetur. Est, vel!

In HTML, each element is made up of 3 parts:

1. **The opening tag**
2. The closing tag
3. *The actual element*

You can learn more at the MDN Web Docs.

INLINE ELEMENTS

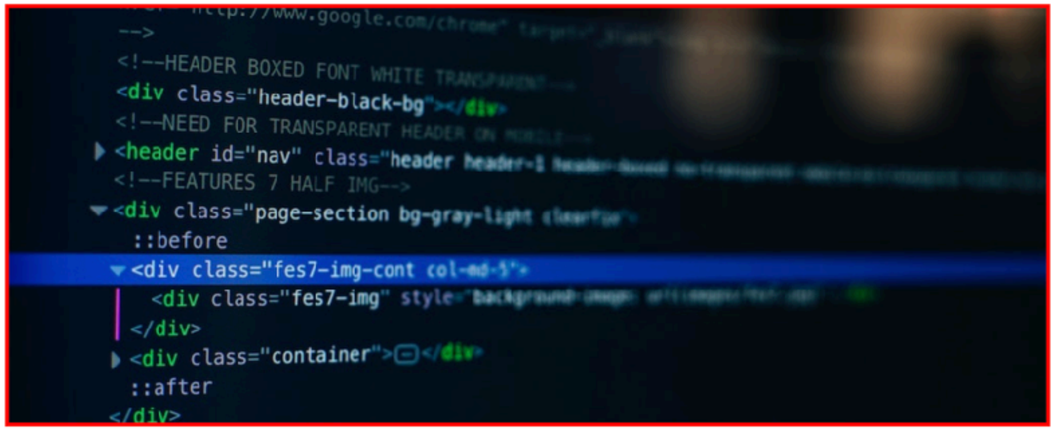
- 👉 Occupies only the space **necessary for its content**
- 👉 Causes **no line-breaks** after or before the element
- 👉 Box model applies in a different way: **heights and widths do not apply**
- 👉 **Paddings and margins** are applied **only horizontally** (left and right)

Default elements: `a, img, strong, em, button, etc.`

With CSS: `display: inline`

The Basic Language of the Web: HTML

*Posted by **Laura Jones** on Monday, June 21st 2027*



All modern websites and web applications are built using three *fundamental* technologies: HTML, CSS and JavaScript. These are the languages of the web.

In this post, let's focus on HTML. We will learn what HTML is all about, and why should learn it.

What is HTML?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quam recusandae reprehenderit vitae ratione veritatis corrupti sit ut vero, dolores nulla exercitationem eos quod iusto incidunt, perferendis alias tenetur. Est, vel!

In HTML, each element is made up of 3 parts:

1. **The opening tag**
2. The closing tag
3. *The actual element*

You can learn more at the MDN Web Docs.

SUMMARY: INLINE, BLOCK-LEVEL AND INLINE-BLOCK BOXES

BLOCK-LEVEL BOXES

- 👉 Elements formatted visually as blocks
- 👉 100% of parent's width
- 👉 Vertically, one after another
- 👉 Box-model applies as showed

INLINE-BLOCK BOXES

- 👉 Looks like inline from the **outside**, behaves like block-level on the **inside**
- 👉 Occupies only content's space
- 👉 Causes no line-breaks
- 👉 Box-model applies as showed

```
display: inline-block
```

INLINE BOXES

- 👉 Occupies only content's space
- 👉 Causes no line-breaks
- 👉 Box model is different: heights and widths do not apply
- 👉 Paddings and margins only horizontal (left and right)

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SECTION

CSS FUNDAMENTALS

LECTURE

CSS THEORY #5: ABSOLUTE POSITIONING

NORMAL FLOW **VS.** ABSOLUTE POSITIONING

NORMAL FLOW

- 👉 Default positioning
- 👉 Element is “**in** flow”
- 👉 Elements are simply laid out according to their order in the HTML code

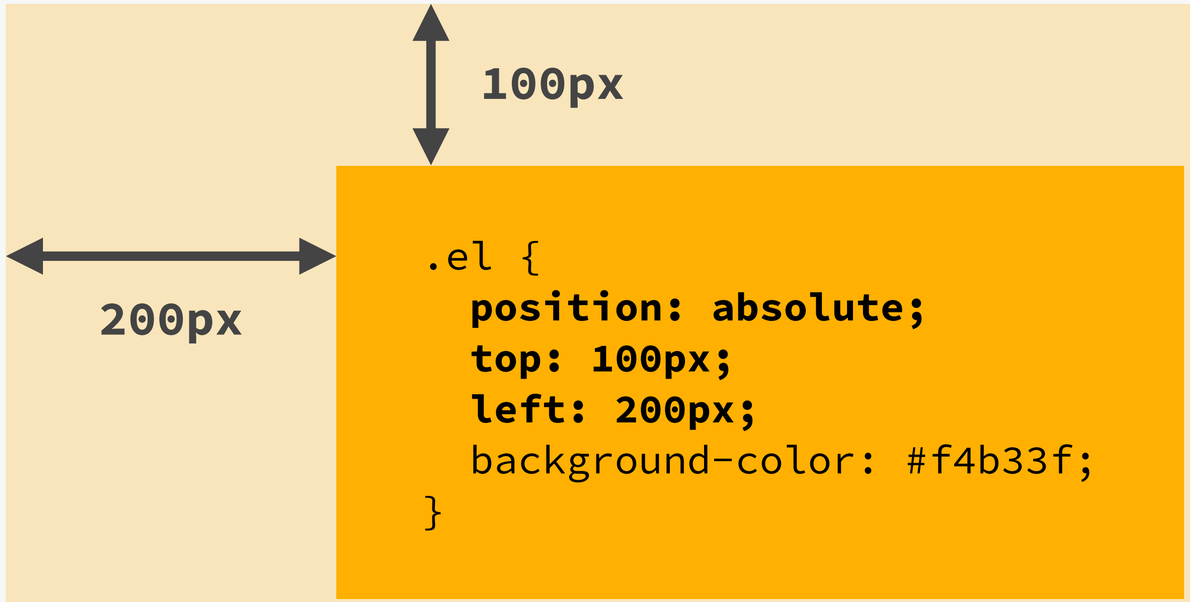
```
Default positioning
position: relative
```

ABSOLUTE POSITIONING

- 👉 Element is removed from the normal flow: “**out of** flow”
- 👉 No impact on surrounding elements, might overlap them
- 👉 We use `top`, `bottom`, `left`, or `right` to offset the element from its **relatively positioned container**

```
position: absolute
```

UNDERSTANDING **ABSOLUTE** POSITIONING




```
.el {
  position: absolute;
  top: 100px;
  left: 200px;
  background-color: #f4b33f;
}
```

```
.container {
  position: relative;
  background-color: #f7e6c1;
}
```

SECTION 04 — LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

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SECTION

LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

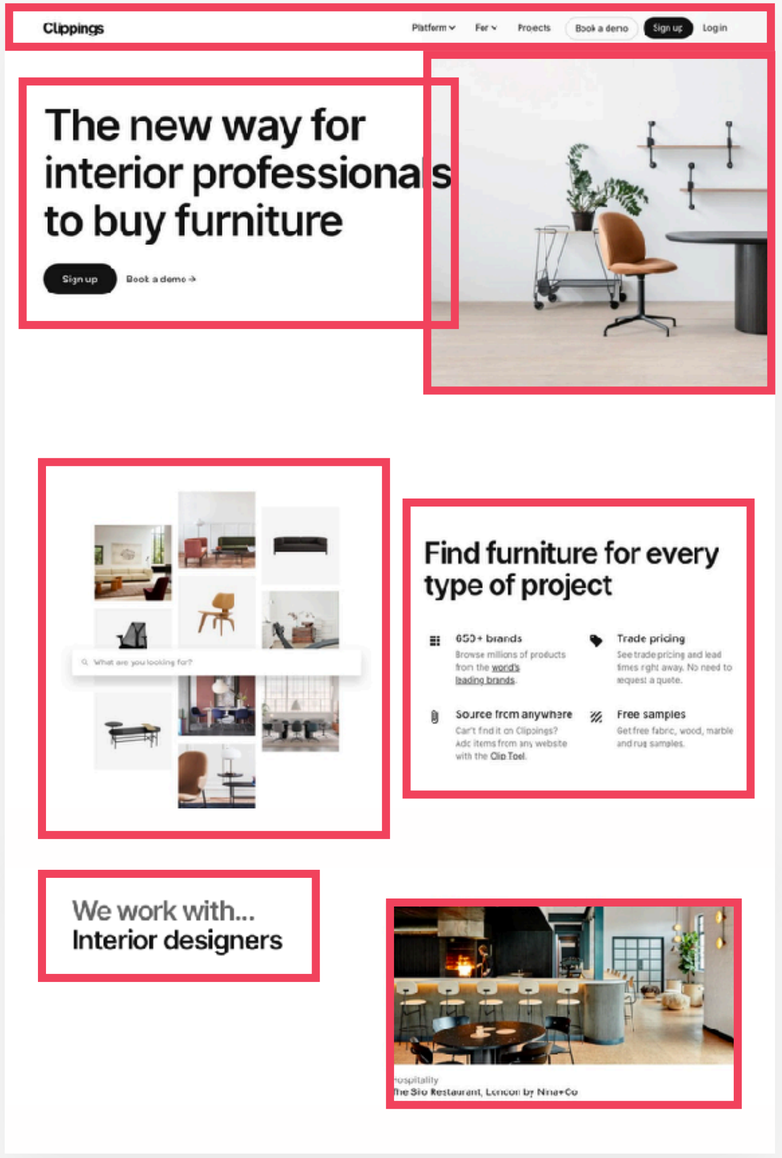
LECTURE

THE 3 WAYS OF BUILDING LAYOUTS

WHAT DOES “**LAYOUT**” MEAN?

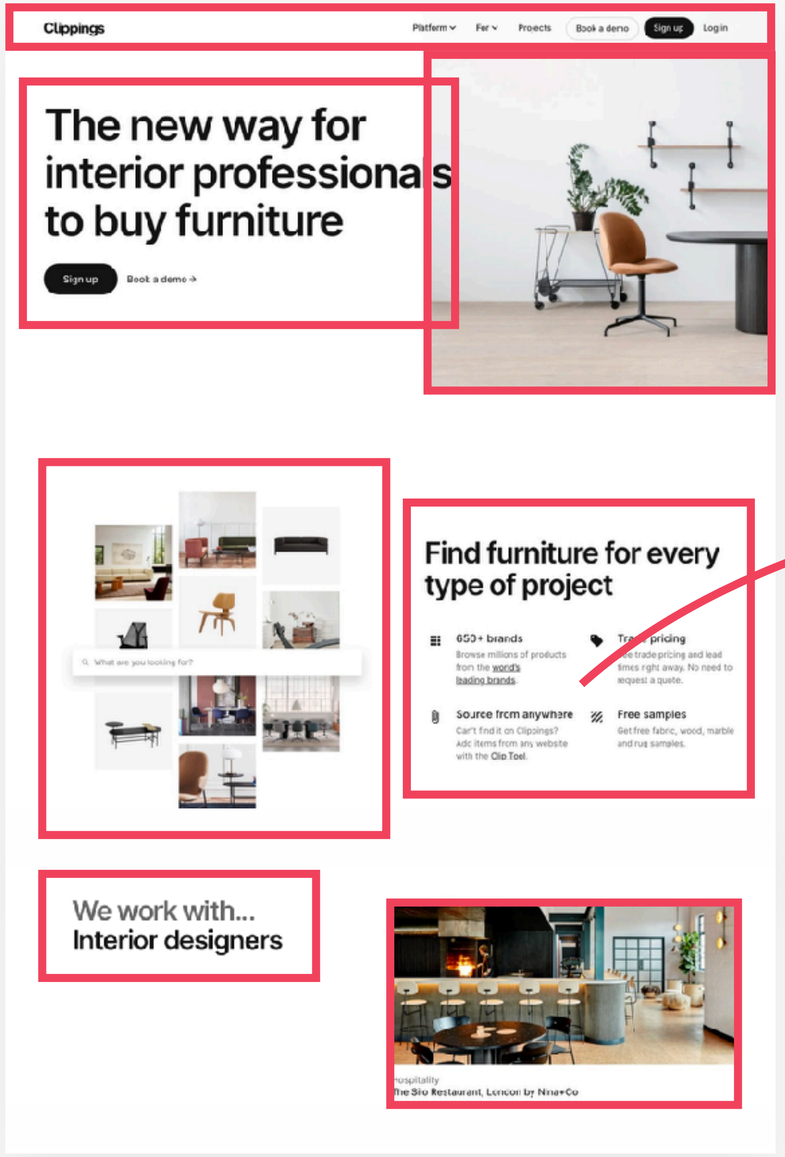
LAYOUT

- 👉 Layout is the way text, images and other content is placed and arranged on a webpage
- 👉 Layout gives the page a visual structure, into which we place our content
- 👉 **Building a layout:** arranging page elements into a visual structure, instead of simply having them placed one after another (normal flow)



PAGE LAYOUT **VS.** COMPONENT LAYOUT

PAGE LAYOUT



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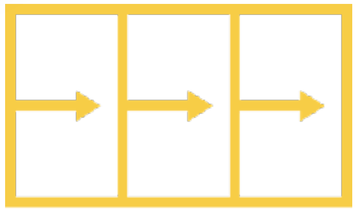
COMPONENT LAYOUT

THE **3 WAYS** OF BUILDING LAYOUTS WITH CSS

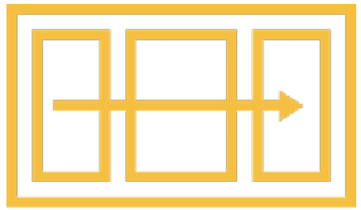
1



FLOAT LAYOUTS

The **old way of building layouts** of all sizes, using the `float` CSS property. Still used, but getting outdated fast.

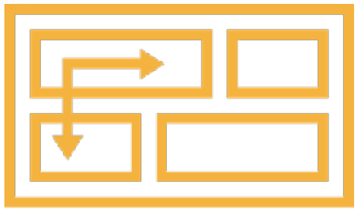
2



FLEXBOX

Modern way of laying out elements in a **1-dimensional row** without using floats. Perfect for **component layouts**.

3



CSS GRID

For laying out element in a fully-fledged **2-dimensional grid**. Perfect for **page layouts and complex components**.

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LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

LECTURE

USING FLOATS

ABSOLUTE POSITIONING **VS.** FLOATS

NORMAL FLOW

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```
position: absolute
```

=

≠

FLOATS

- 👉 Element is removed from the normal flow: “**out of** flow”
- 👉 Text and inline elements will wrap around the floated element
- 👉 The container will **not** adjust its height to the element

```
float: left
float: right
```

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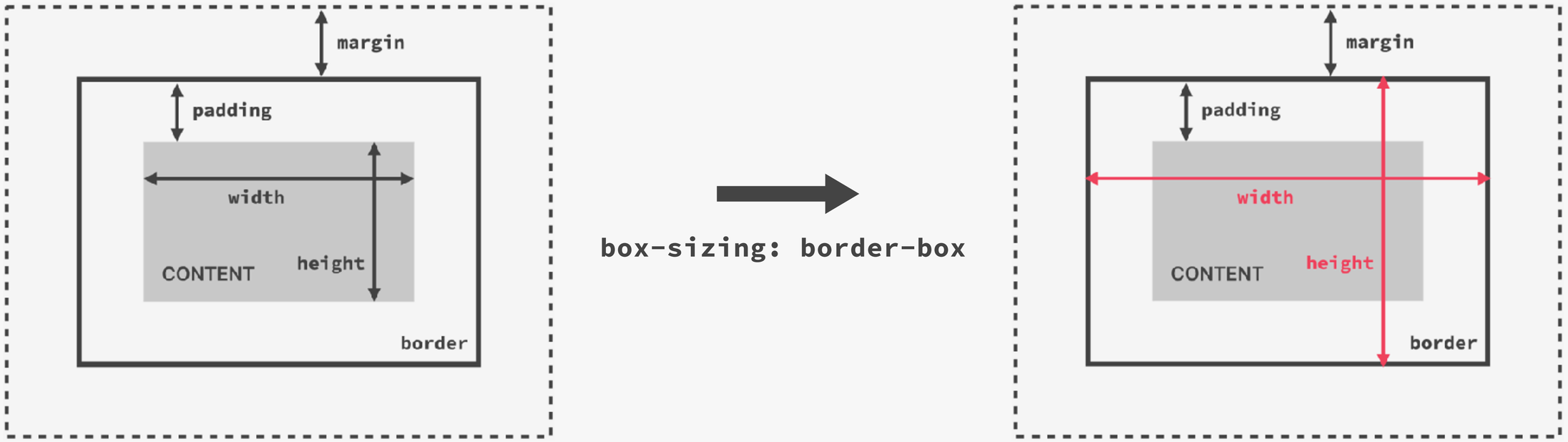
LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

LECTURE

BOX-SIZING: BORDER-BOX

THE BOX MODEL WITH **BOX-SIZING: BORDER-BOX**



Final element width = ~~right border~~ + ~~right padding~~ + width + ~~left padding~~ + ~~left border~~

Final element height = ~~top border~~ + ~~top padding~~ + height + ~~bottom padding~~ + ~~bottom border~~

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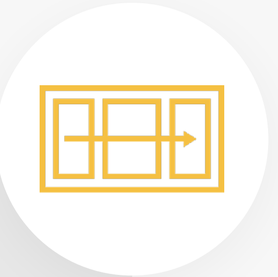
LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

LECTURE

A FLEXBOX OVERVIEW

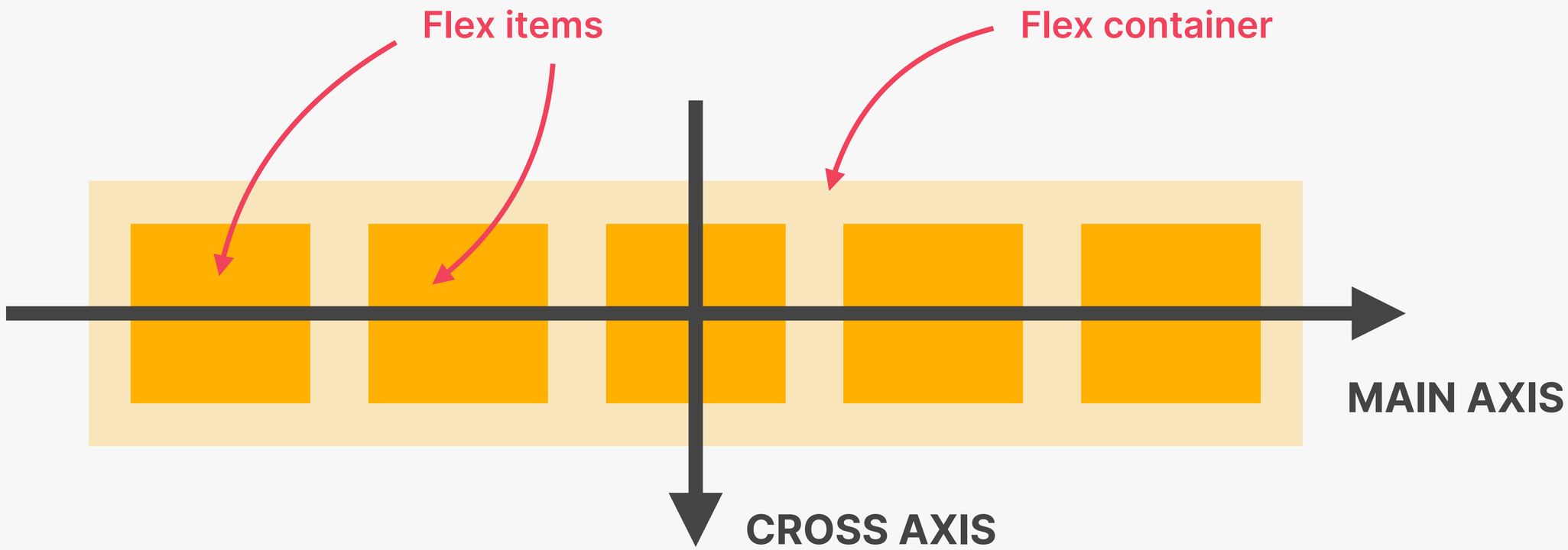
WHAT IS **FLEXBOX**?

FLEXBOX



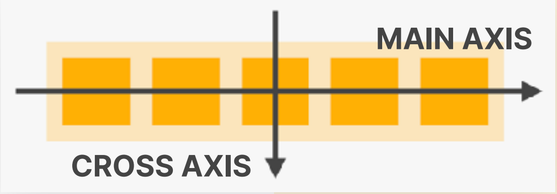
- 👉 Flexbox is a set of related **CSS properties** for **building 1-dimensional layouts**
- 👉 The main idea behind flexbox is that empty space inside a container element can be **automatically divided** by its child elements
- 👉 Flexbox makes it easy to automatically **align items to one another** inside a parent container, both horizontally and vertically
- 👉 Flexbox solves common problems such as **vertical centering** and creating **equal-height columns**
- 👉 Flexbox is perfect for **replacing floats**, allowing us to write fewer and cleaner HTML and CSS code

FLEXBOX **TERMINOLOGY**




```
display: flex
```

FLEX CONTAINER



1. **`gap: 0`** | `<length>`
   - 👉 *To create **space between items**, without using `margin`*
2. **`justify-content: flex-start`** | `flex-end` | `center` | `space-between` | `space-around` | `space-evenly`
   - 👉 *To align items along main axis (**horizontally**, by default)*
3. **`align-items: stretch`** | `flex-start` | `flex-end` | `center` | `baseline`
   - 👉 *To align items along cross axis (**vertically**, by default)*
4. **`flex-direction: row`** | `row-reverse` | `column` | `column-reverse`
   - 👉 *To define which is the **main axis***
5. **`flex-wrap: nowrap`** | `wrap` | `wrap-reverse`
   - 👉 *To allow items to **wrap into a new line** if they are too large*
6. **`align-content: stretch`** | `flex-start` | `flex-end` | `center` | `space-between` | `space-around`
   - 👉 *Only applies when there are **multiple lines** (`flex-wrap: wrap`)*

FLEX ITEMS

1. **`align-self: auto`** | `stretch` | `flex-start` | `flex-end` | `center` | `baseline`
   - 👉 *To **overwrite** `align-items` for individual flex items*
2. **`flex-grow: 0`** | `<integer>`
   - 👉 *To allow an element **to grow** (0 means no, 1+ means yes)*
3. **`flex-shrink: 1`** | `<integer>`
   - 👉 *To allow an element **to shrink** (0 means no, 1+ means yes)*
4. **`flex-basis: auto`** | `<length>`
   - 👉 *To define an item's width, **instead of the `width` property***
5. **`flex: 0 1 auto`** | `<int> <int> <len>`
   - 👉 ***Recommended** shorthand for `flex-grow`, `-shrink`, `-basis`.*
6. **`order: 0`** | `<integer>`
   - 👉 *Controls order of items. -1 makes item **first**, 1 makes it **last***

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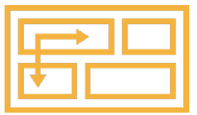
LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS

LECTURE

A CSS GRID OVERVIEW

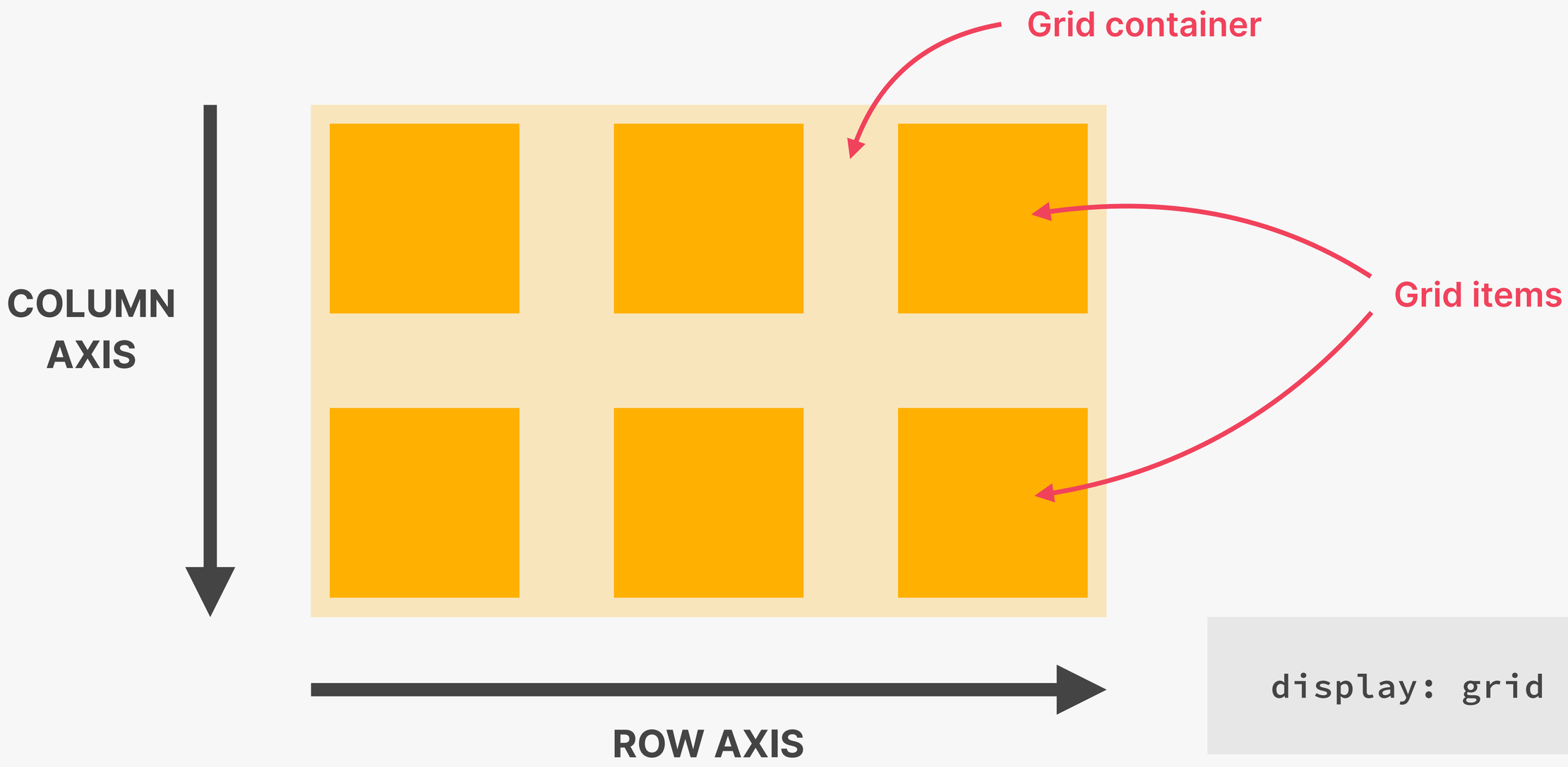
WHAT IS **CSS GRID**?

CSS GRID



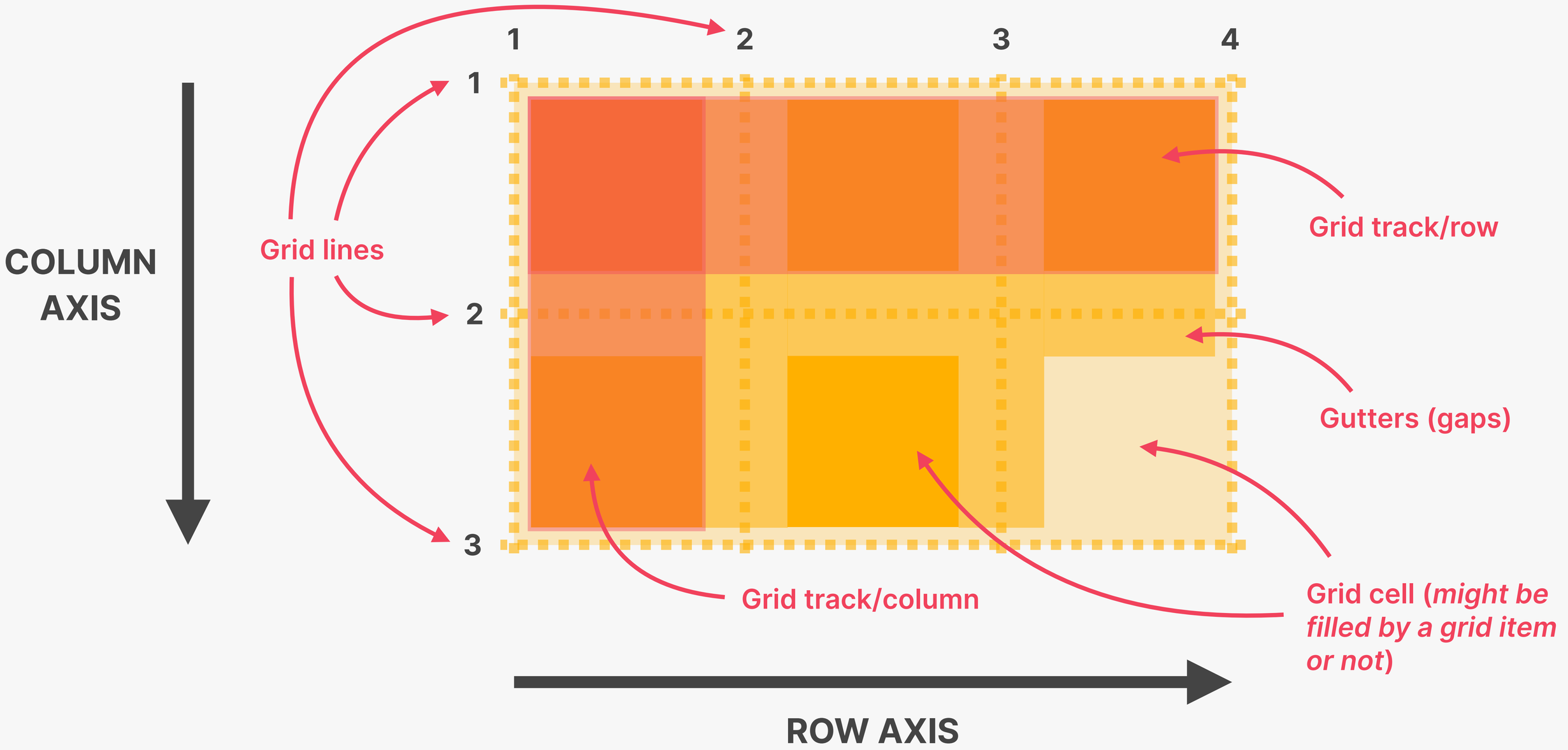
- 👉 CSS Grid is a set of **CSS properties** for **building 2-dimensional layouts**
- 👉 The main idea behind CSS Grid is that we **divide a container element into rows and columns** that can be filled with its child elements
- 👉 In two-dimensional contexts, CSS Grid allows us to write **less nested HTML** and **easier-to-read CSS**
- 👉 CSS Grid is **not meant to replace flexbox**! Instead, they work perfectly together. Need a **1D** layout? Use flexbox. Need a **2D** layout? Use CSS Grid.

BASIC CSS GRID **TERMINOLOGY**




```
display: grid
```

MORE CSS GRID **TERMINOLOGY**



GRID CONTAINER

1

```
grid-template-rows: <track size>*
grid-template-columns: <track size>*
```

👉 *To establish the grid **row and column tracks**. One length unit for each track. Any unit can be used, new **fr** fills unused space*

2

```
row-gap: 0 | <length>
column-gap: 0 | <length>
```

] `gap: 0 | <length>`

👉 *To **create empty space** between tracks*

3

```
justify-items: stretch | start | center | end
align-items: stretch | start | center | end
```

👉 *To align items inside rows / columns (**horizontally** / **vertically**)*

4

```
justify-content: start | start | center | end | ...
align-content: start | start | center | end | ...
```

👉 *To align entire **grid inside grid container**. Only applies if container is larger than the grid*

GRID ITEMS

1

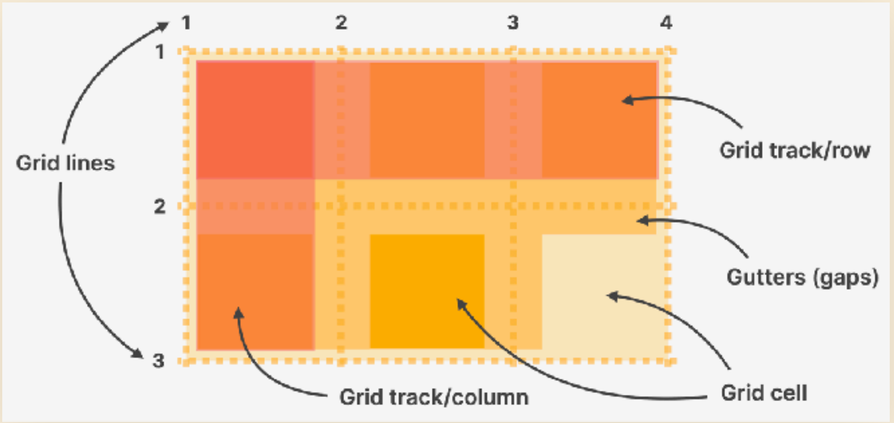
```
grid-column: <start line> / <end line> | span <number>
grid-row: <start line> / <end line> | span <number>
```

👉 *To **place a grid item** into a specific cell, based on line numbers. `span` keyword can be used to span an item across more cells*

2

```
justify-self: stretch | start | center | end
align-self: stretch | start | center | end
```

👉 *To **overwrite** `justify-items` / `align-items` for single items*



☝️ *This list of CSS Grid properties is not exhaustive, but enough to get started.*

SECTION 05 — WEB DESIGN RULES AND FRAMEWORK

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SECTION

WEB DESIGN RULES AND FRAMEWORK

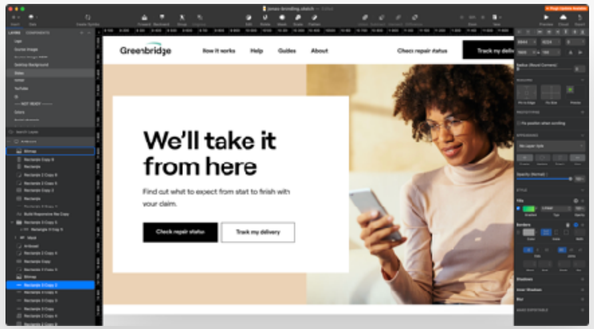
LECTURE

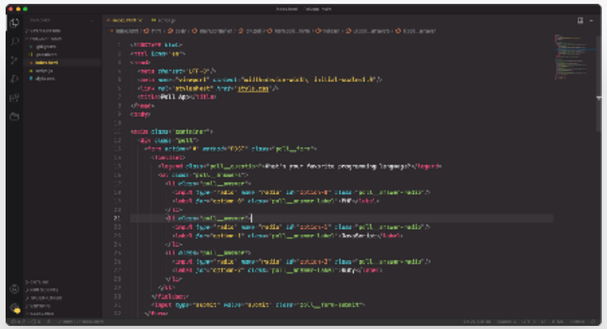
OVERVIEW OF WEB DESIGN AND WEBSITE PERSONALITIES

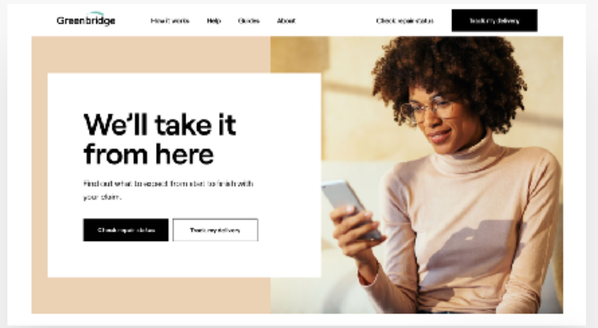
WEB DESIGN VS. DEVELOPMENT

Web **designers** create the overall **look and feel** of a website

Web **developers** implement the design using **HTML, CSS and JavaScript code**







DESIGNER

DEVELOPER

DESIGNER + DEVELOPER

USER

WHY TAKE DESIGN **SERIOUSLY?**

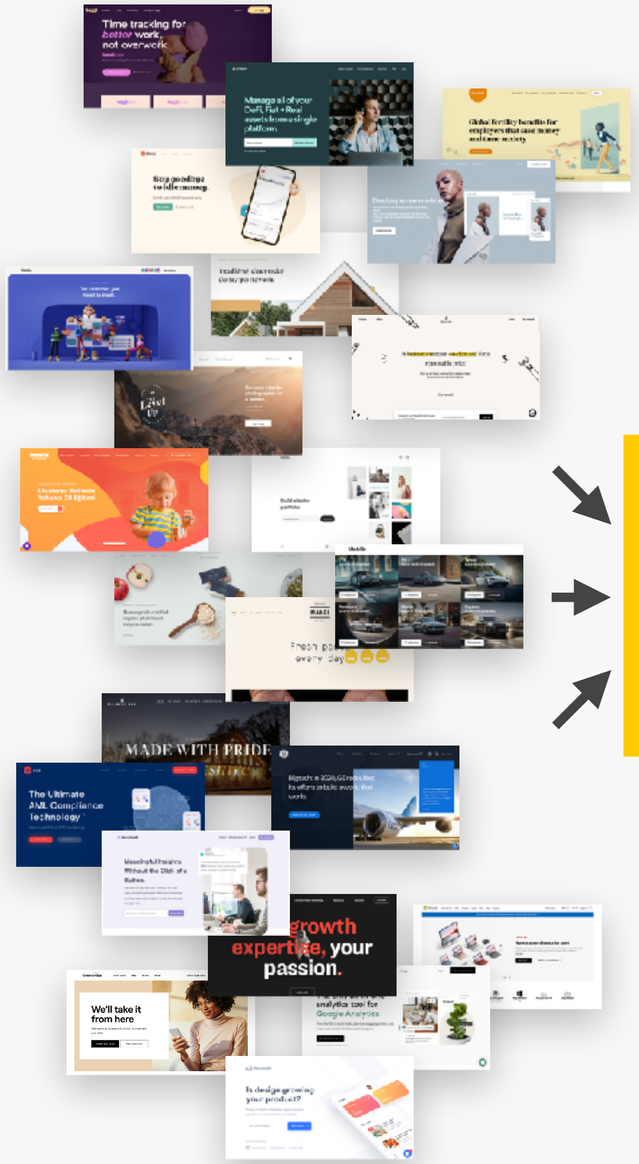
GOOD DESIGN

- ✅ Creates an immediate and lasting **good impression** of the brand or product;
- ✅ Makes the user **trust** the brand right away;
- ✅ Increases the user's **perceived value** of the brand or product;
- ✅ Gives users exactly **what they were looking for** when coming to the site, e.g. purchasing a product or finding information.

BAD DESIGN

- 🚫 Makes users believe the brand doesn't really care about their product or service;
- 🚫 Makes the user insecure about trusting the brand;
- 🚫 Makes the brand or product seem "cheap";
- 🚫 Leaves users confused, and makes it hard to for them to reach their goal.

ANYONE CAN LEARN GOOD DESIGN!

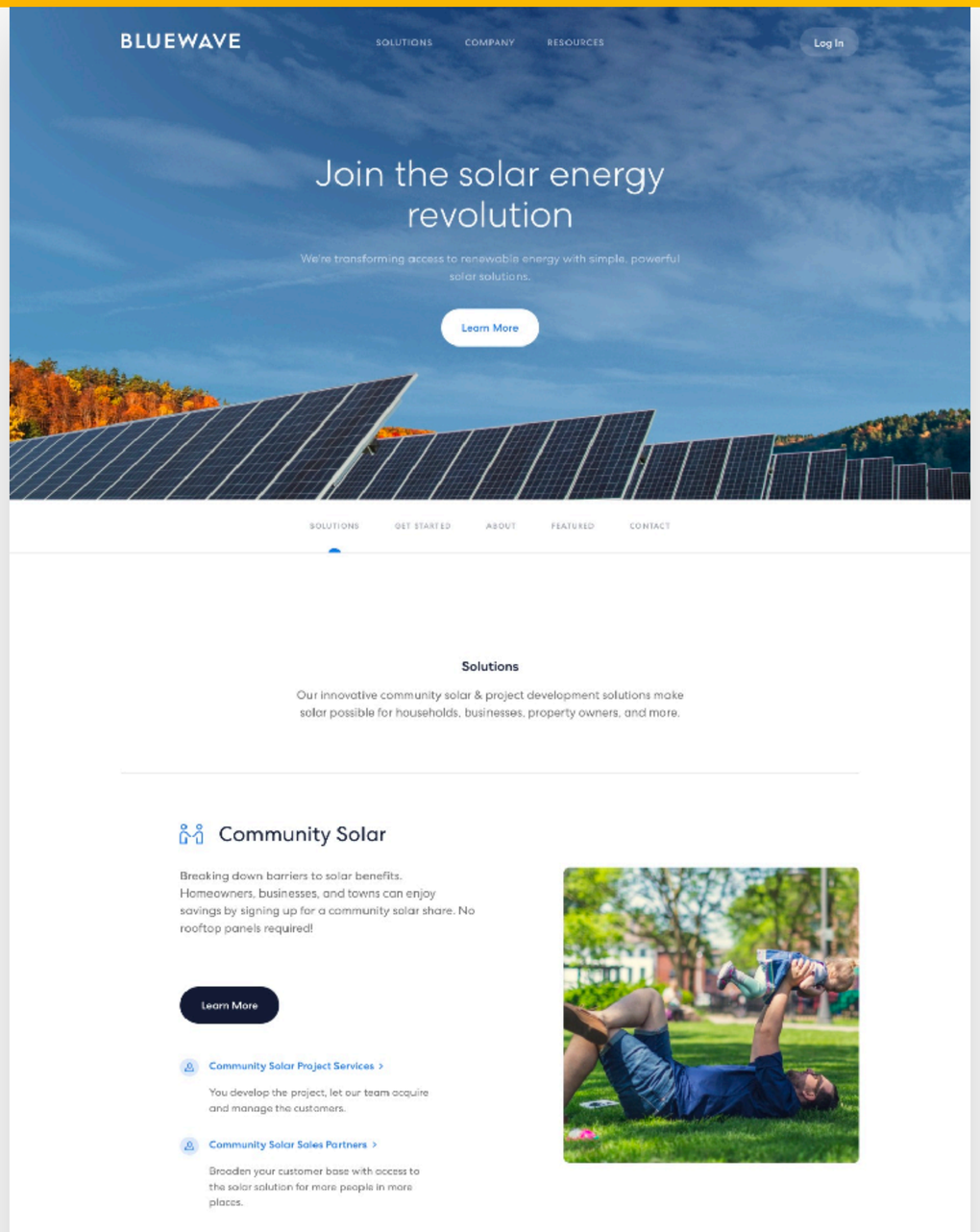


Good web design is **not subjective or creative** 👉 Everyone can learn basics by following a **framework/system**

100s of well-designed sites **deconstructed** → Distilled into easy-to-learn and easy-to-apply **rules** → Divided in 9 different areas of design: **ingredients** → Rules will be applied based on **website personality**

WEB DESIGN **INGREDIENTS** YOU WILL LEARN ABOUT

1. Typography
2. Colors
3. Images/Illustrations
4. Icons
5. Shadows

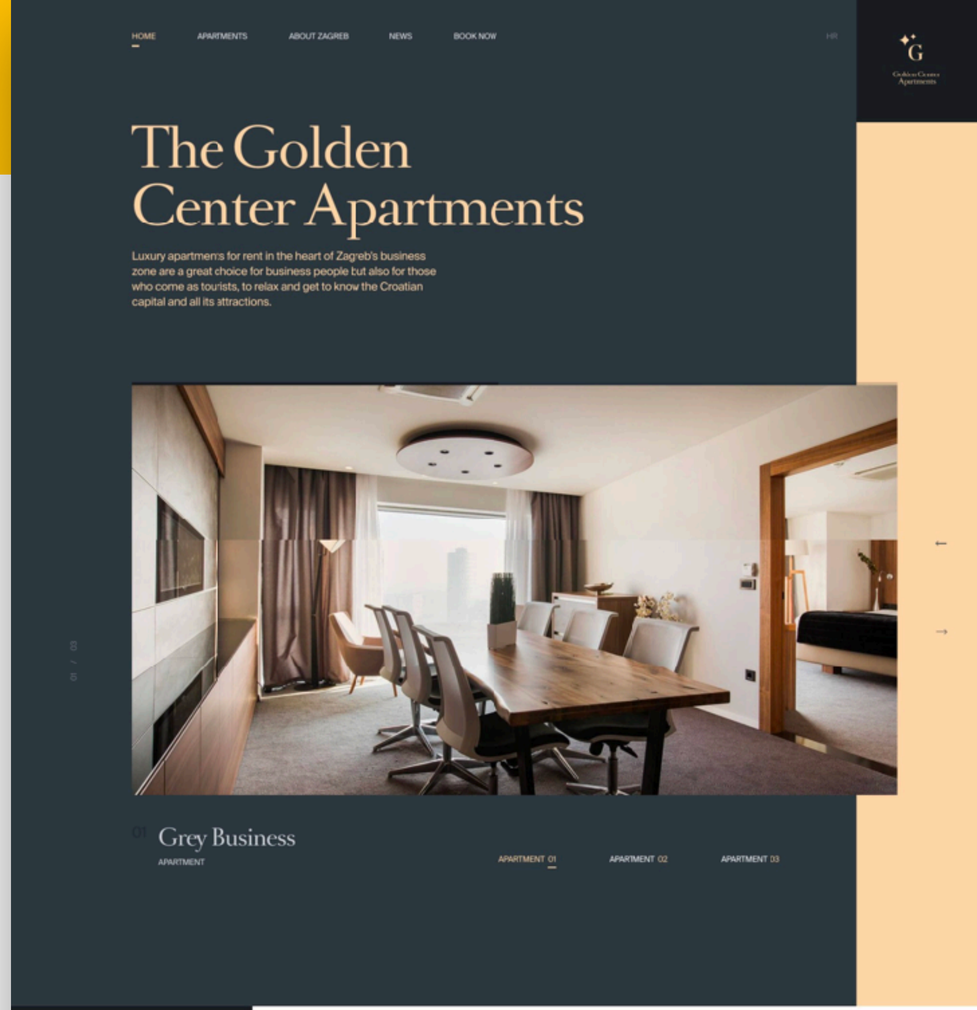


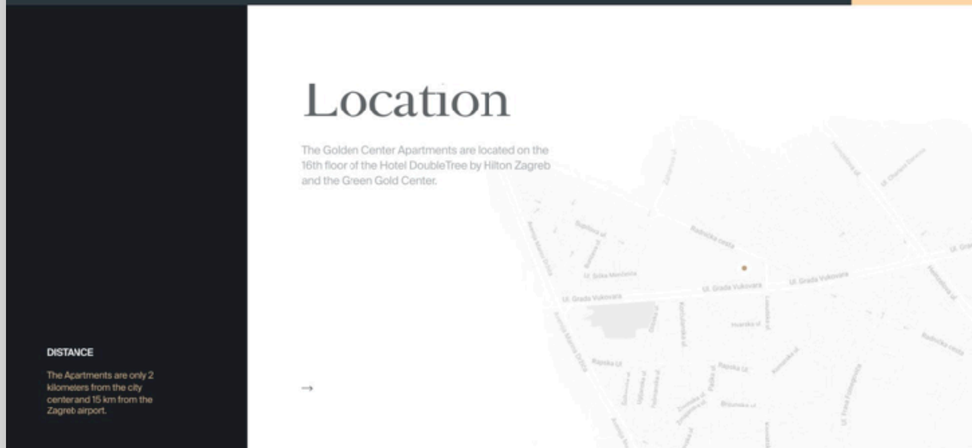
6. Border-radius
7. Whitespace
8. Visual Hierarchy
9. User Experience
10. Components/Layout

☝ Design decisions for each ingredient are based on **website personality**

OVERVIEW OF **WEBSITE PERSONALITIES**

1 **Serious/Elegant:** For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images





OVERVIEW OF **WEBSITE PERSONALITIES**

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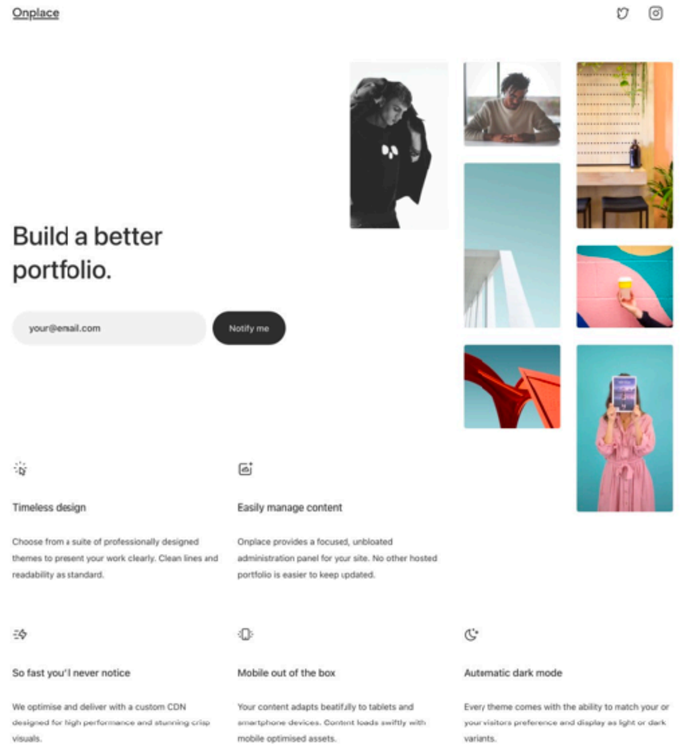

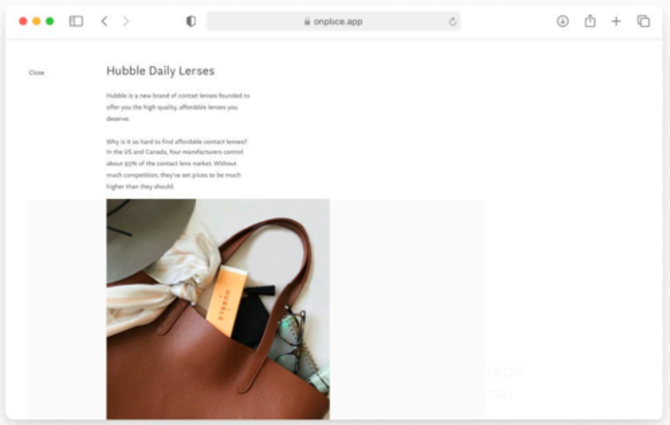

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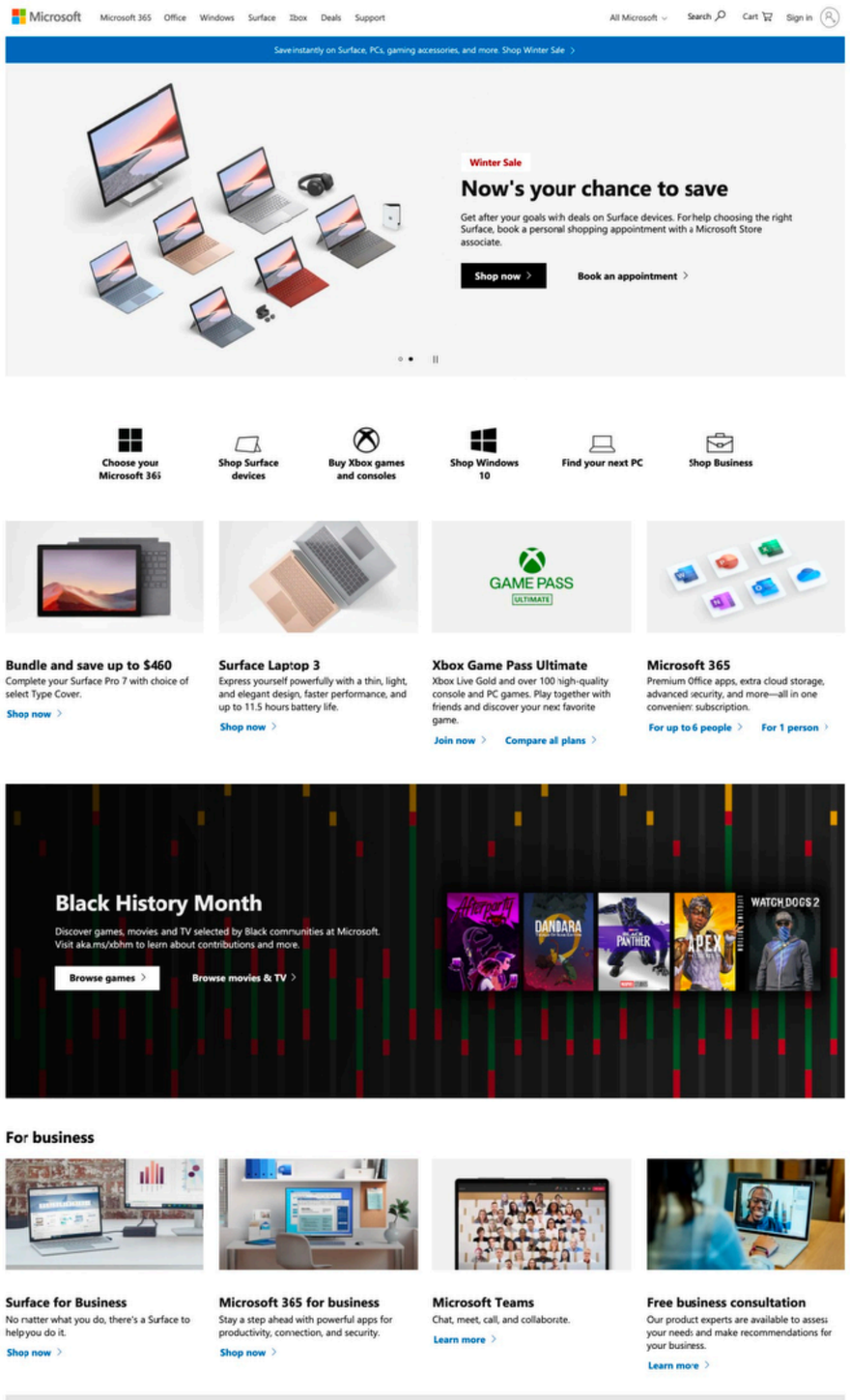
3. **Plain/Neutral:** Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations



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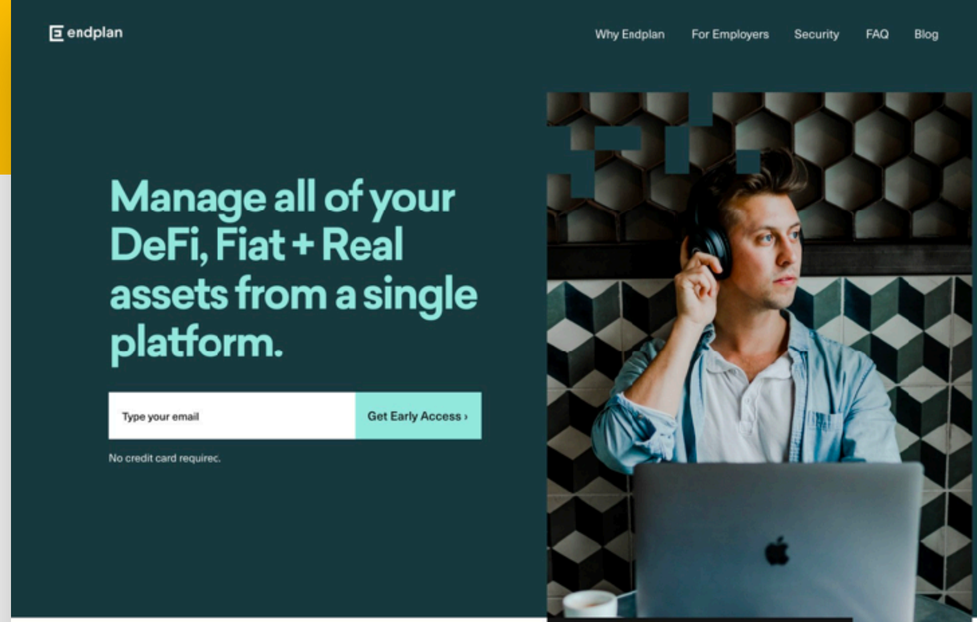
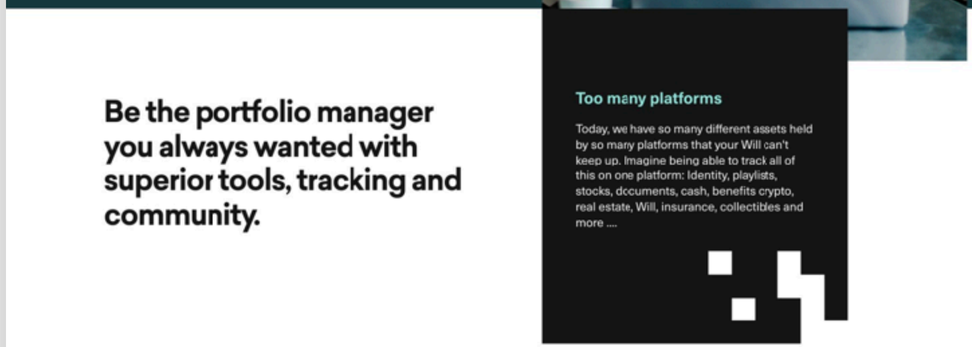
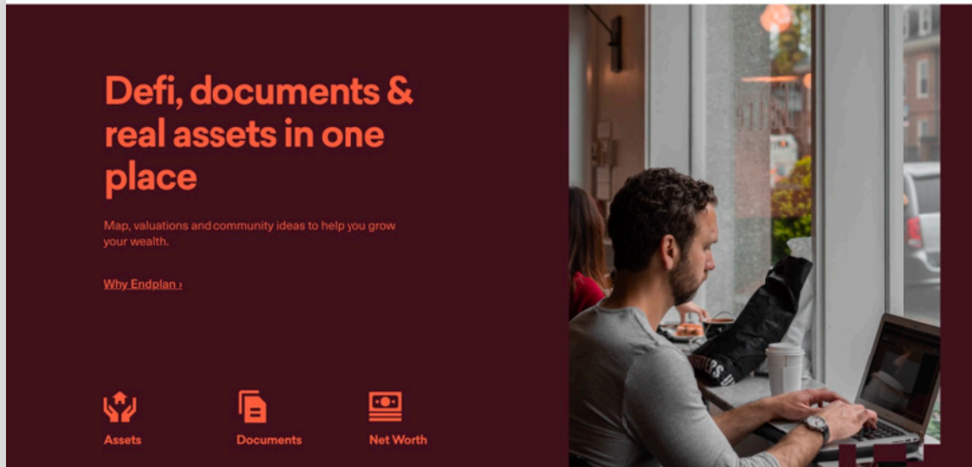
4. **Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks







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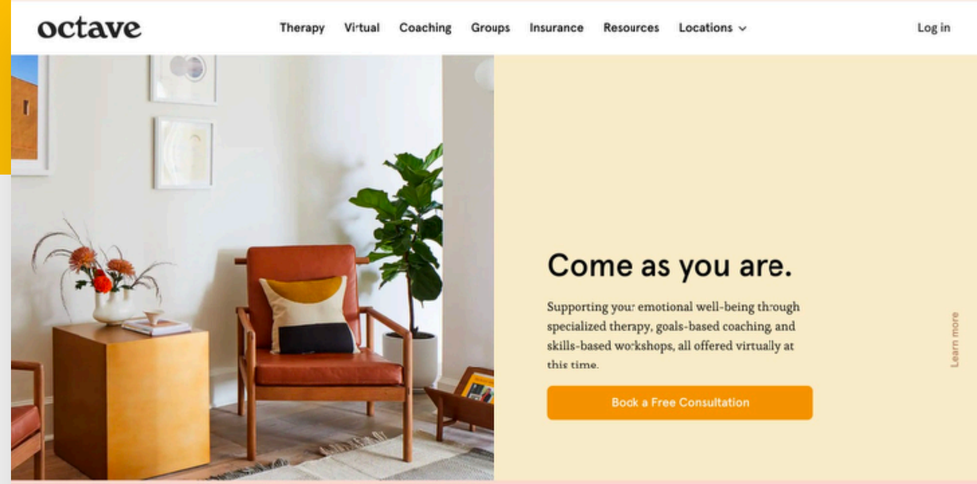
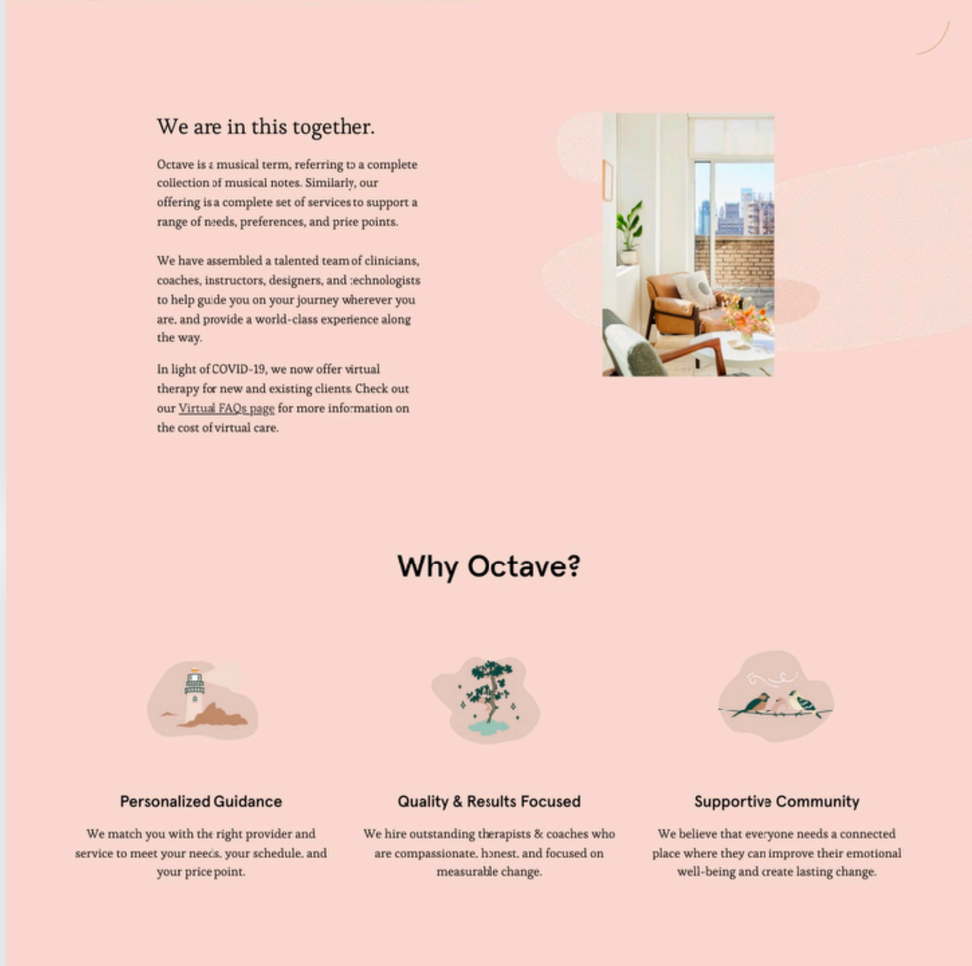
4. **Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks

5. **Calm/Peaceful:** For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations





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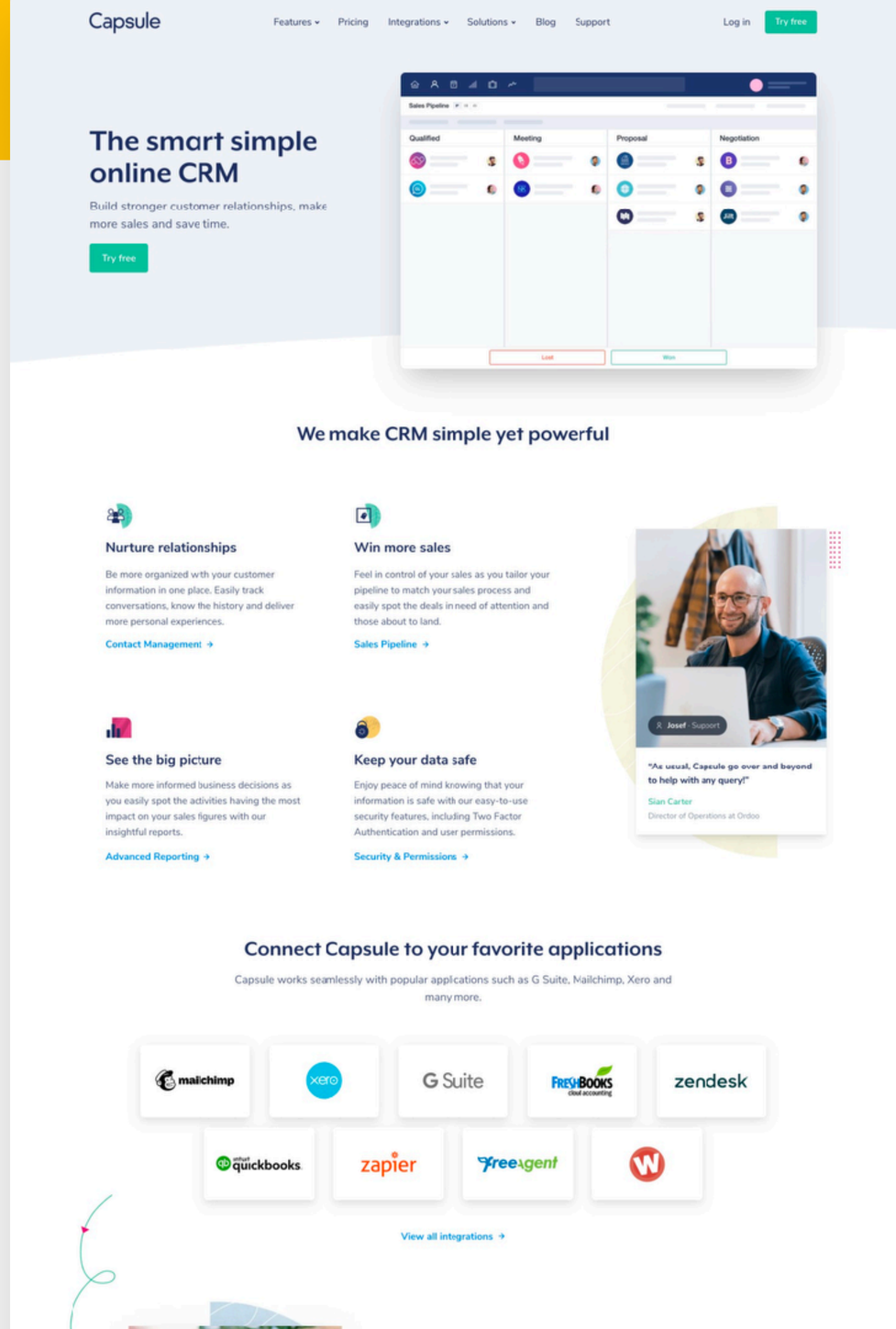
3. **Plain/Neutral:** Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations

4. **Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks

5. **Calm/Peaceful:** For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations

6. **Startup/Upbeat:** Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements



OVERVIEW OF **WEBSITE PERSONALITIES**

1. **Serious/Elegant:** For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images

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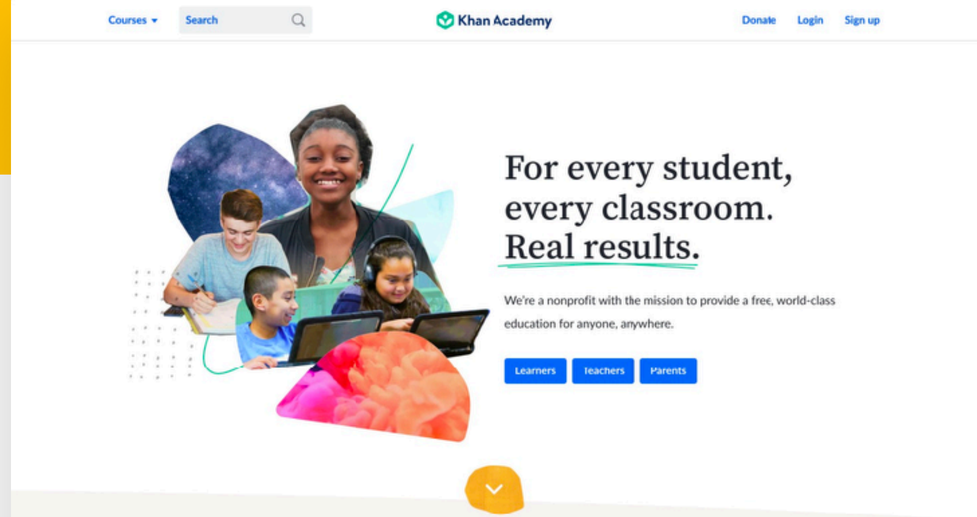
7. **Playful/Fun:** Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language



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SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

WEB DESIGN RULES #1: TYPOGRAPHY

SOME **CONCEPTS** FIRST...

TYPOGRAPHY

> *Typography is the art and technique of arranging type to make written language **legible**, **readable** and **appealing** when displayed.*
>
> – Wikipedia

SOME **CONCEPTS** FIRST...

SERIF VS SANS-SERIF

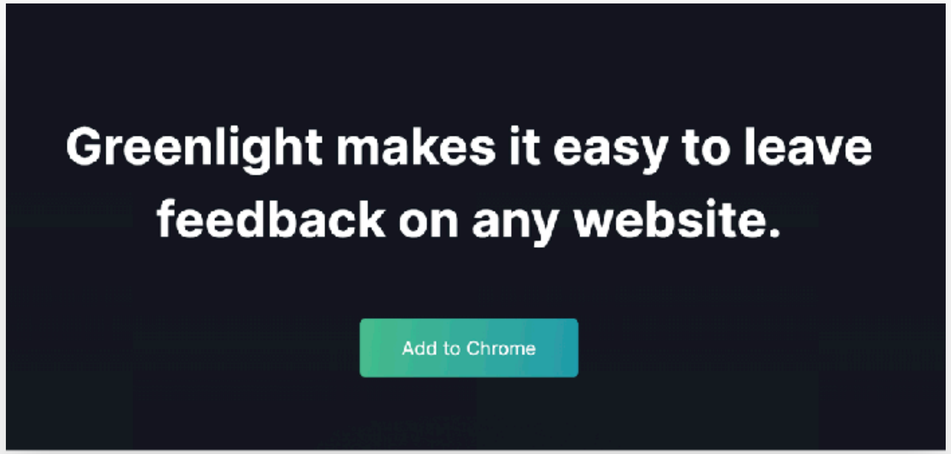
Serif typeface

- 👉 Creates a traditional/ classic look and feel
- 👉 Conveys trustworthiness
- 👉 Good for long text

Text

Sans-serif typeface

- 👉 Modern look and feel
- 👉 Clean and simple
- 👉 **Easier to choose for beginner designer!**



USE GOOD **TYPEFACES**

1 Use only good and popular typefaces and play it safe

SANS-SERIF

Inter	Almost before we knew it, we had left the ground.
Open Sans	Almost before we knew it, we had left the ground.
Roboto	Almost before we knew it, we had left the ground.
Montserrat	Almost before we knew it, we had left the ground.
Work Sans	Almost before we knew it, we had left the ground.
Lato	Almost before we knew it, we had left the ground.

TOOLBOX

Google Fonts

FONT SQUIRREL

All tools are listed on my **resources page** at jonas.io

USE GOOD **TYPEFACES**

1 Use only good and popular typefaces and play it safe

SERIF

Merriweather	Almost before we knew it, we had left the ground.
Aleo	Almost before we knew it, we had left the ground.
Playfair Display	Almost before we knew it, we had left the ground.
Cormorant	Almost before we knew it, we had left the ground.
Cardo	Almost before we knew it, we had left the ground.
Lora	Almost before we knew it, we had left the ground.

TOOLBOX

Google Fonts

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All tools are listed on my **resources page** at jonas.io

USE GOOD **TYPEFACES**

1. Use only good and popular typefaces and play it safe

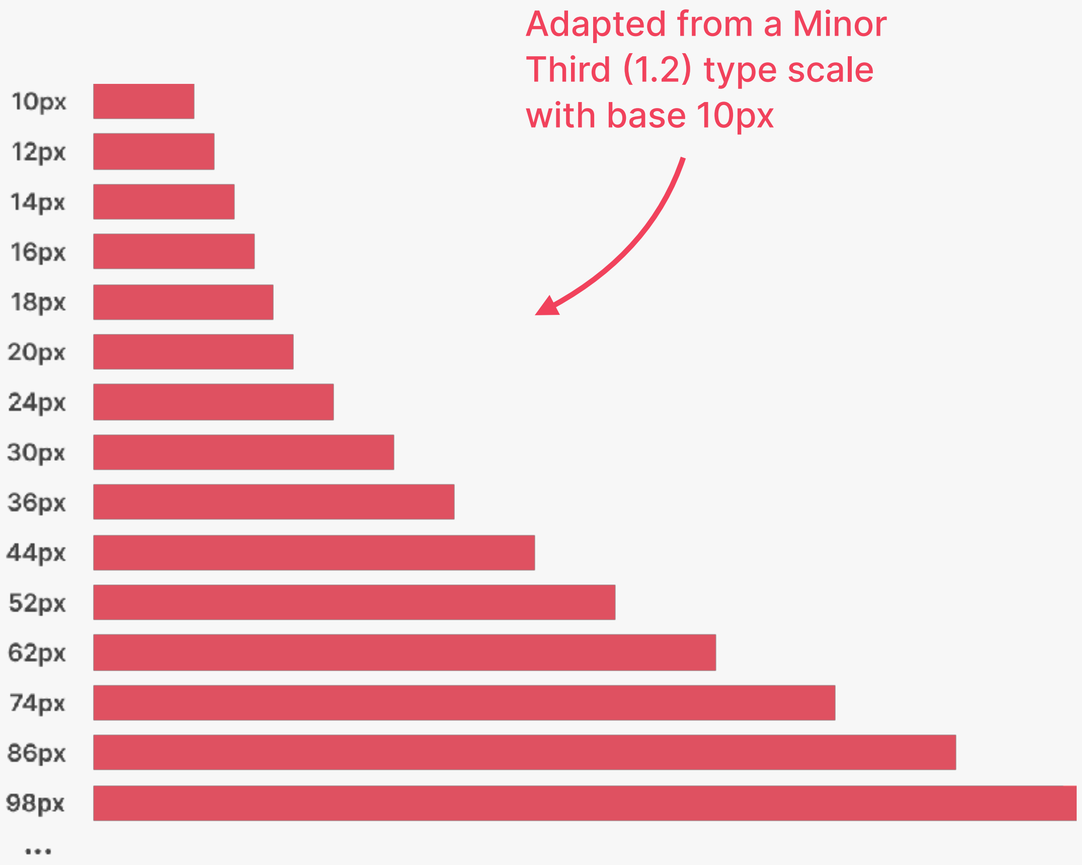
2. It’s okay to use just one typeface per page! If you want more, limit to 2 typefaces.

3. Choose the **right typeface** according to your website personality:

- 👉 Choose the right personality for your website (*more on this later*)
- 👉 Decide between a serif and sans-serif typeface
- 👉 Experiment with all the “good” typefaces (and other typefaces from Google Fonts!) to see which ones best fits your website’s message (this will come with experience)
- 👉 You can keep trying different typefaces as you design and build the page

USE GOOD FONT **SIZES AND WEIGHTS**

4 When choosing font-sizes, **limit choices**! Use a **“type scale” tool** or other **pre-defined range**



USE GOOD FONT **SIZES AND WEIGHTS**

4. When choosing font-sizes, **limit choices**! Use a **“type scale” tool** or other **pre-defined range**

5. Use a font size between 16px and 32px for **“normal” text**

6. For **long text** (like a blog post), try a size of 20px or even bigger

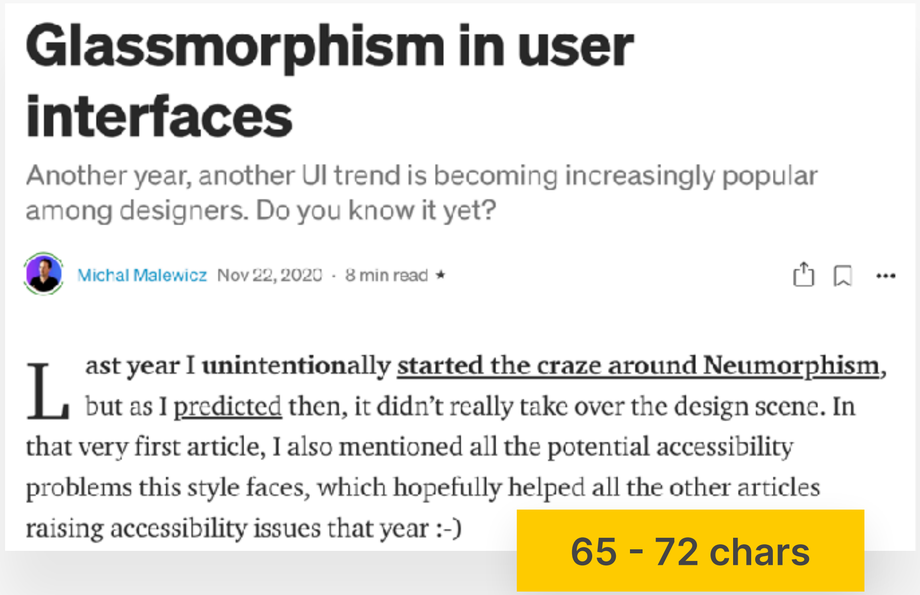
7. For **headlines**, you can go really big (50px+) and bold (600+), **depending on personality**

8. For any text, don’t use a font weight under 400 (regular)

CREATE A GOOD **READING EXPERIENCE**

9 Use less than 75 characters per line

😀



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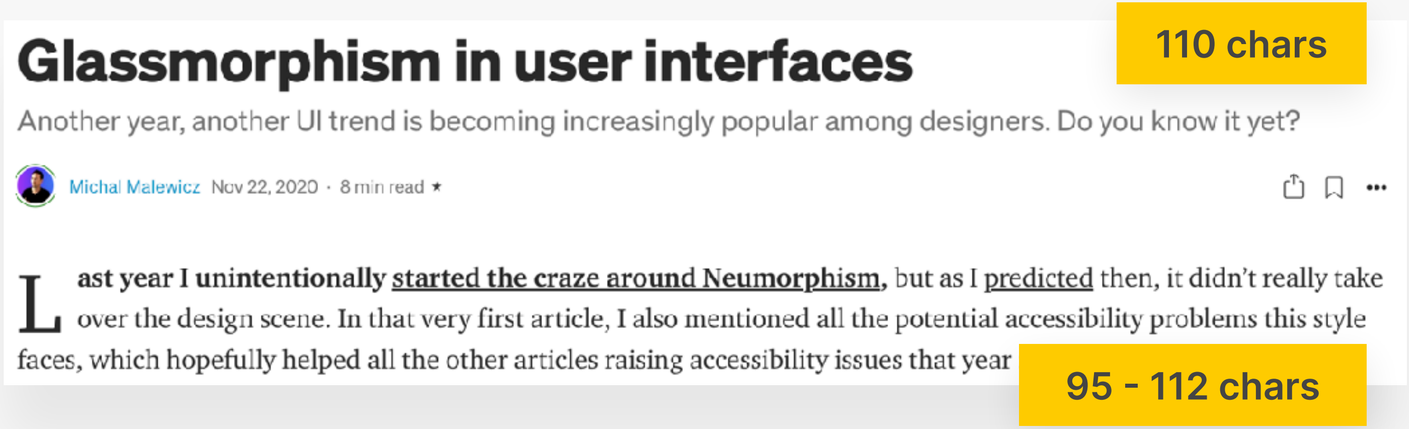


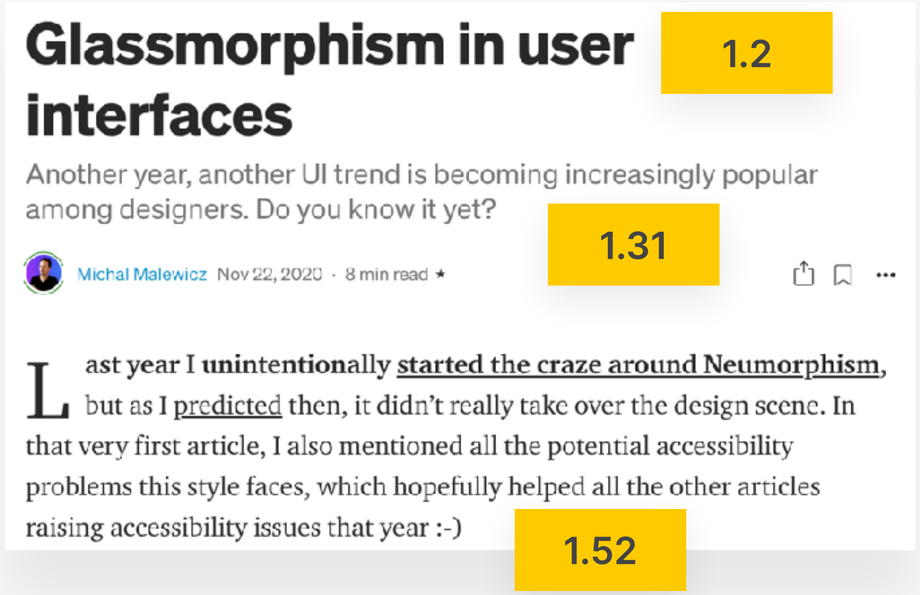
CREATE A GOOD **READING EXPERIENCE**

9 Use less than 75 characters per line

10 For normal-sized text, use a line height between 1.5 and 2. For big text, go below 1.5

☝ The **smaller** or **longer** the text, the **larger** the line height needs to be!

😃



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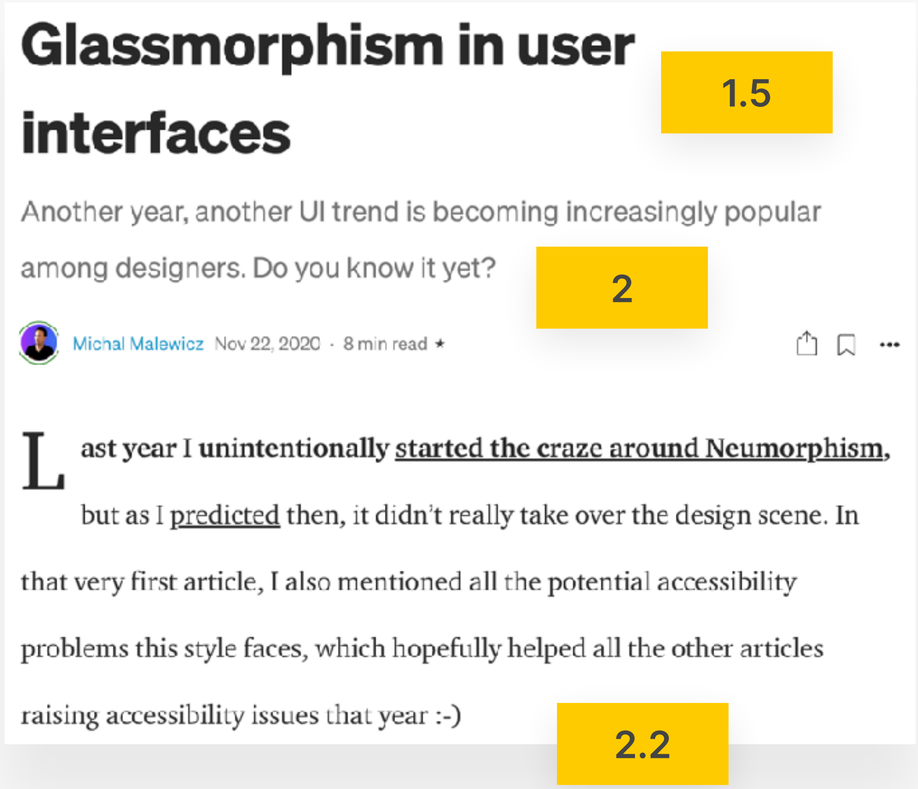

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11 Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)

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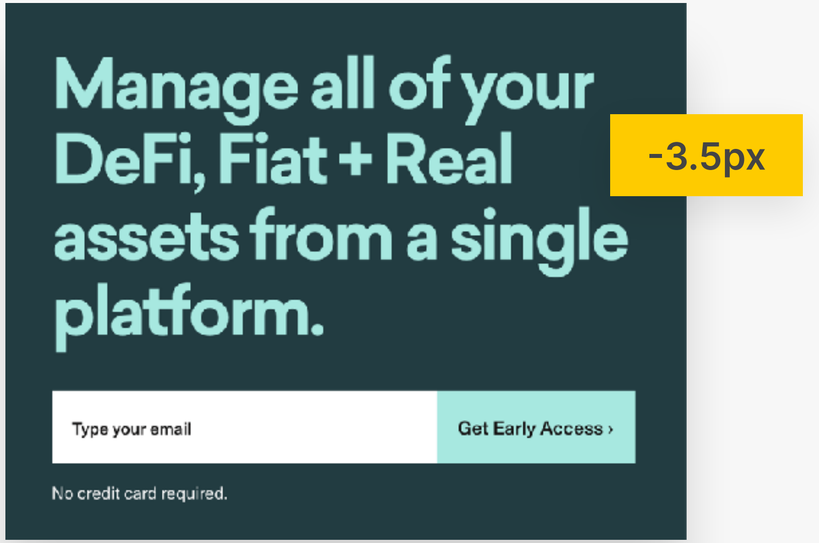

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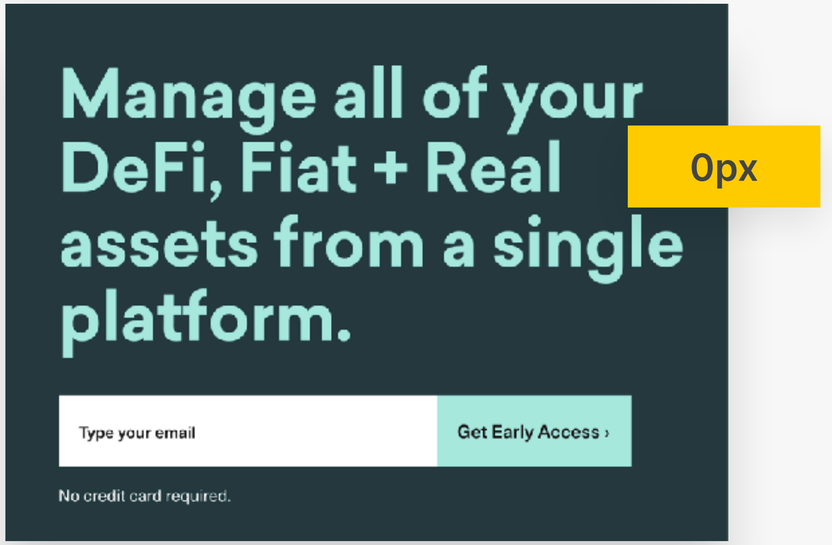

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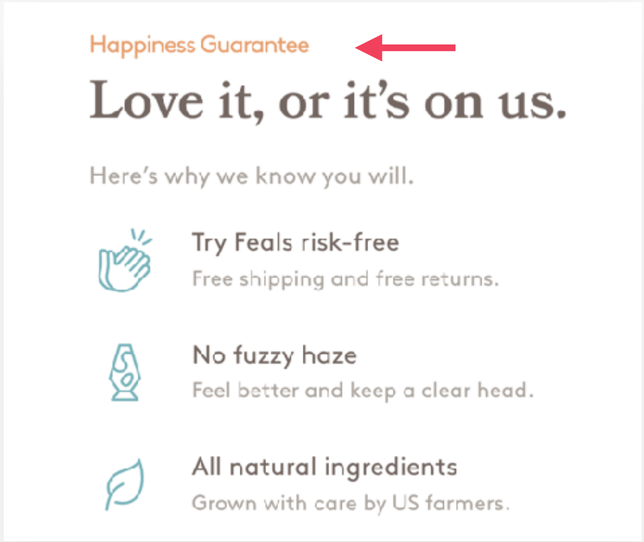
😃

😐



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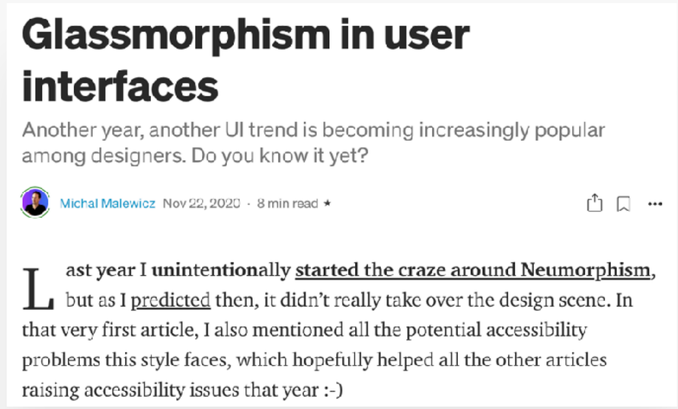

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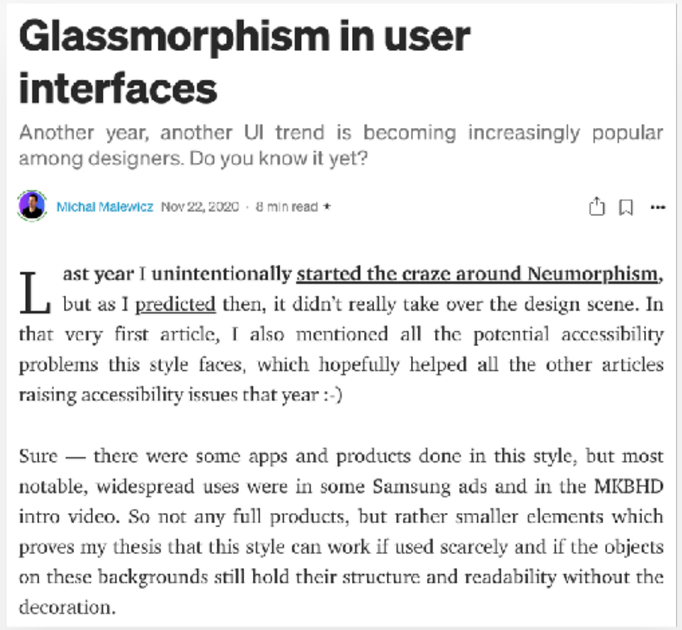

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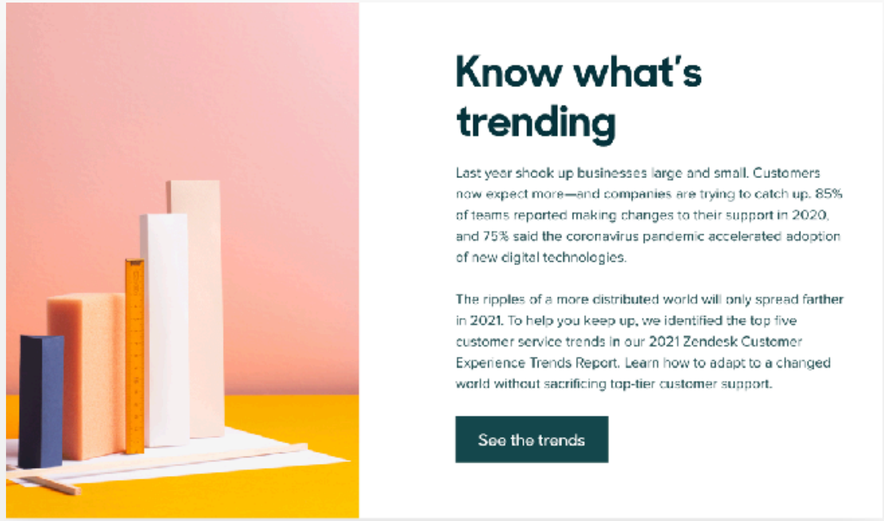
13 Usually, don't justify text

14 Don't center long text blocks. Small blocks are fine

😃



😡

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SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

WEB DESIGN RULES #2: COLORS

CHOOSE THE **RIGHT COLOR**

1 Make the main color **match your website's personality**: colors convey meaning!

- **Red** draws a lot of attention, and symbolizes power, passion, and excitement
- **Orange** is less aggressive, and conveys happiness, cheerfulness, and creativity
- **Yellow** means joy, brightness, and intelligence
- **Greens** represents harmony, nature, growth, and health
- **Blue** is associated with peace, trustworthiness, and professionalism
- **Purple** conveys wealth, wisdom, and magic
- **Pink** represents romance, care, and affection
- **Brown** is associated with nature, durability and comfort
- **Black** symbolizes power, elegance and minimalism, but also grief and sorrow

CHOOSE THE **RIGHT COLOR**

1. Make the main color **match your website's personality**: colors convey meaning!

2. Use a **good color tone**! Don't choose a random tone or CSS named colors.

🛠️ **TOOLBOX**

`oc-` Open color

CHOOSE THE **RIGHT COLOR**

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TOOLBOX

oc- Open color

tailwindcss

FLAT UI COLORS 2

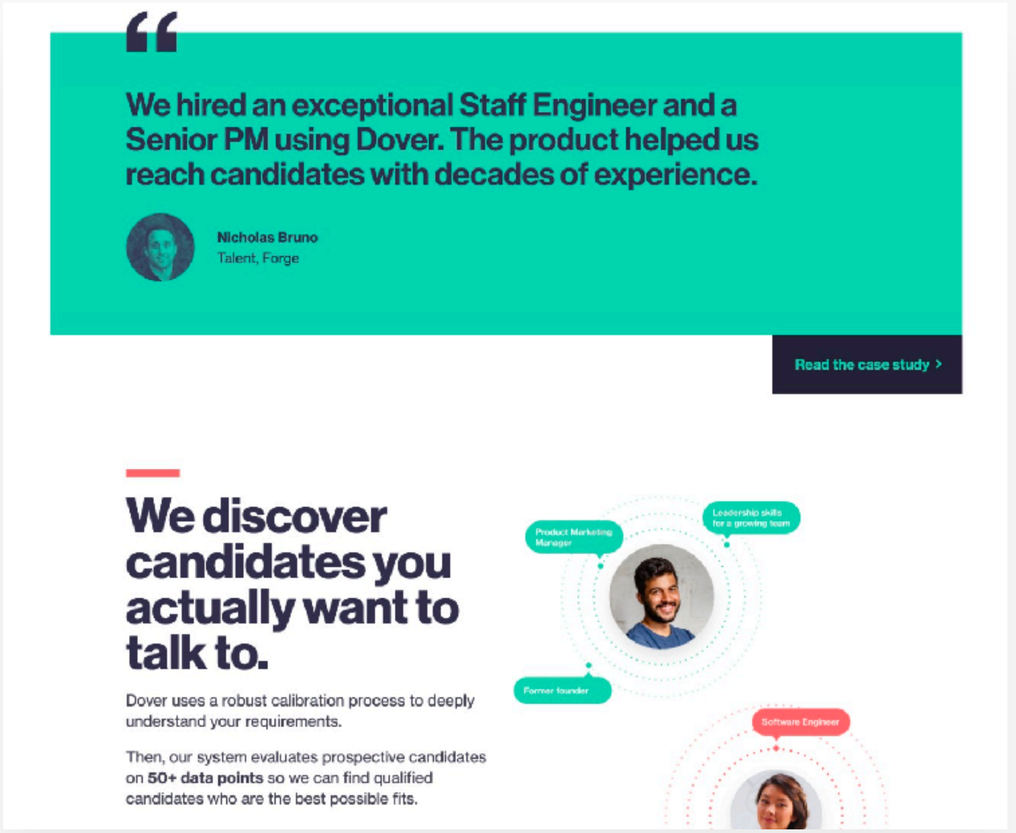
ESTABLISH A COLOR **SYSTEM**

3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**

4 With more experience, you can add more colors: **accent (secondary) colors** (use a tool)

MAIN **ACCENT** **GREY**

COLOR PALETTE

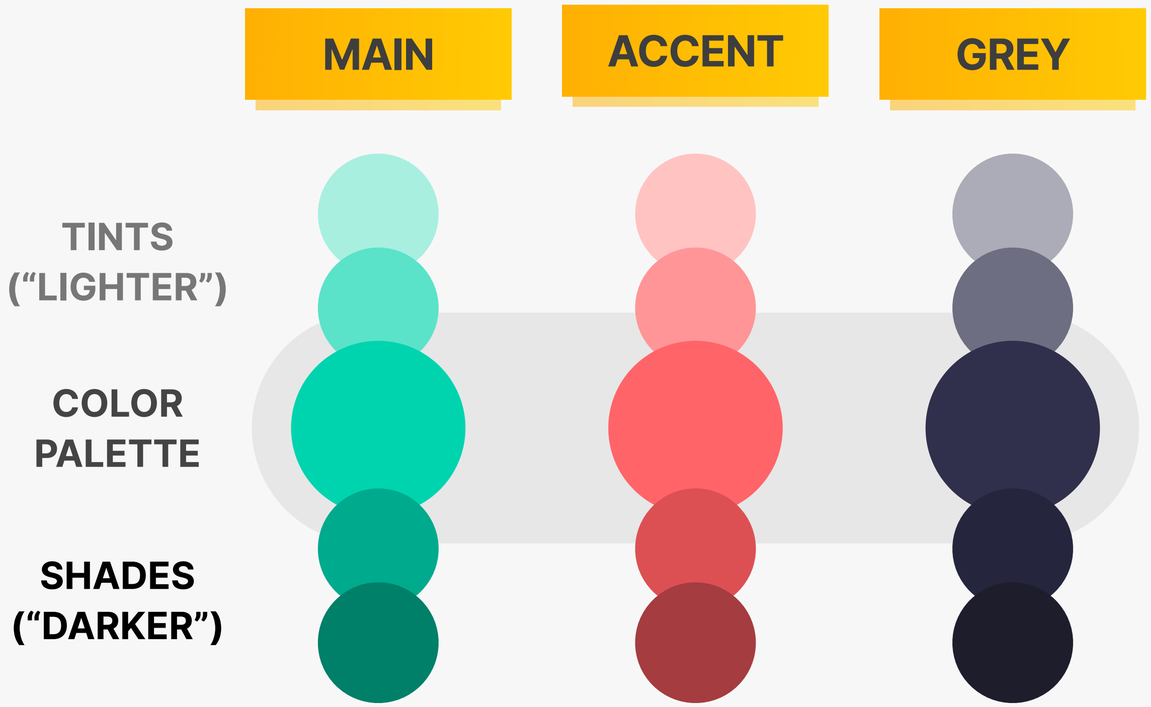


ESTABLISH A COLOR **SYSTEM**

3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**

4 With more experience, you can add more colors: **accent colors** (use a tool)

5 For diversity, create lighter and darker “versions” (**tints and shades**)

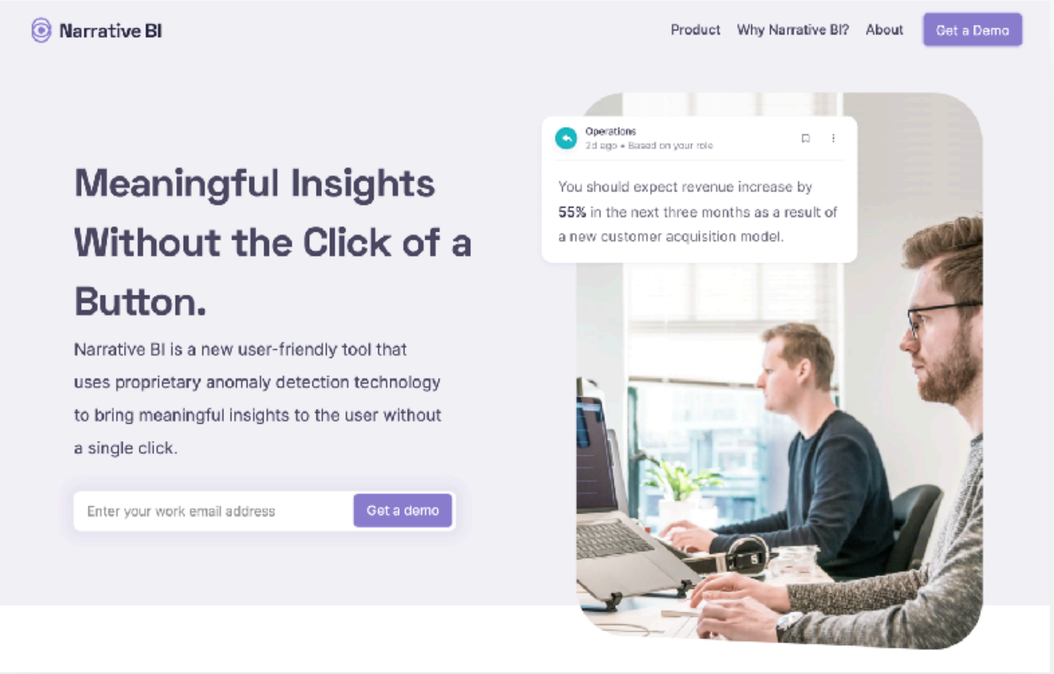


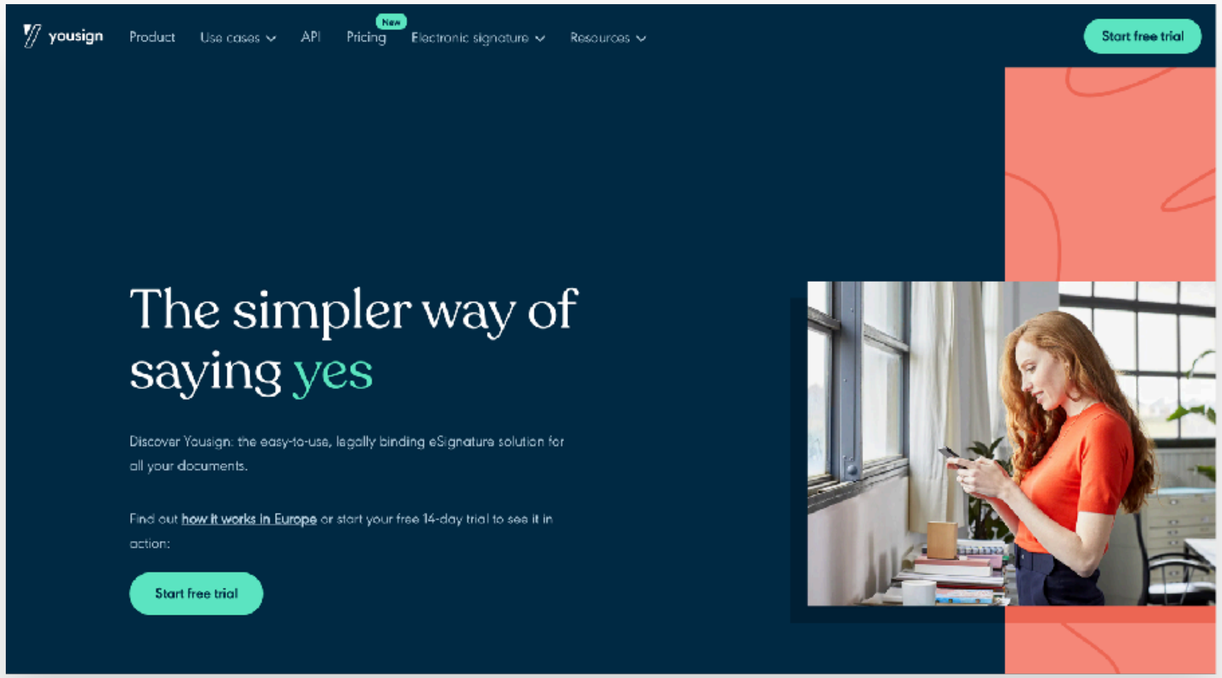
TOOLBOX

- oc- Open color
- tailwindcss
- FLAT UI COLORS 2
- palleton.com
- coolors
- Tint & Shade Generator

WHEN AND HOW TO USE COLORS

6 Use your main color to **draw attention** to the most important elements on the page





WHEN AND HOW TO USE COLORS

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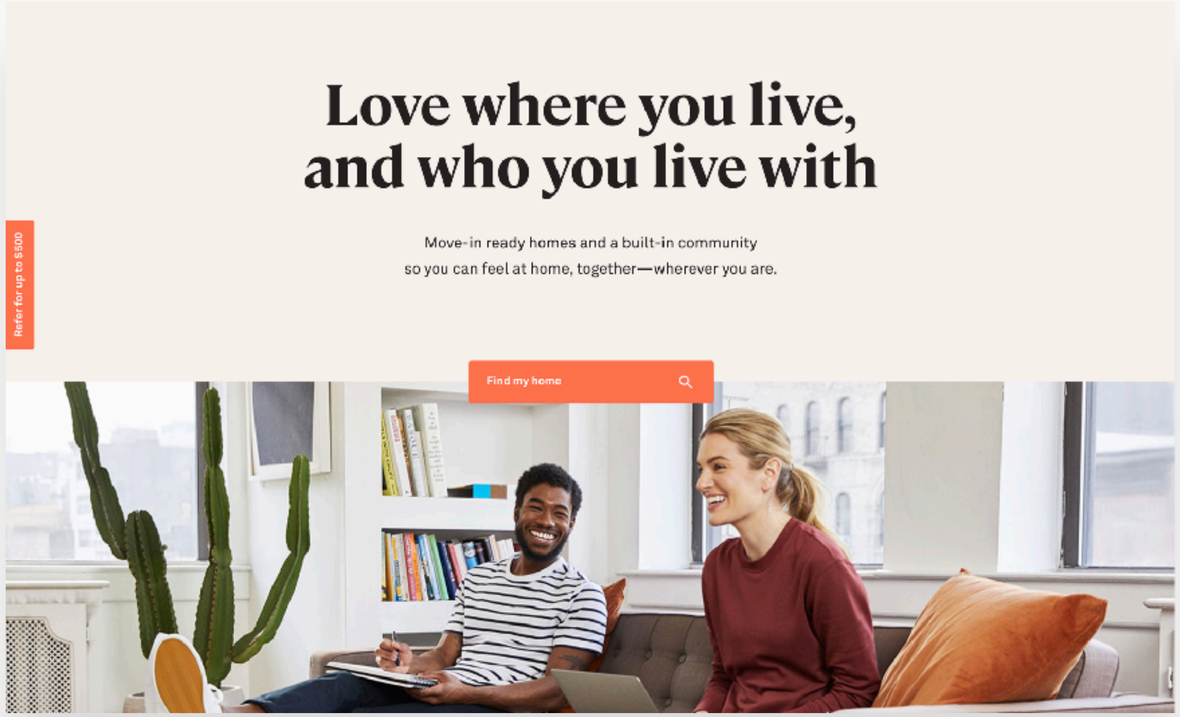

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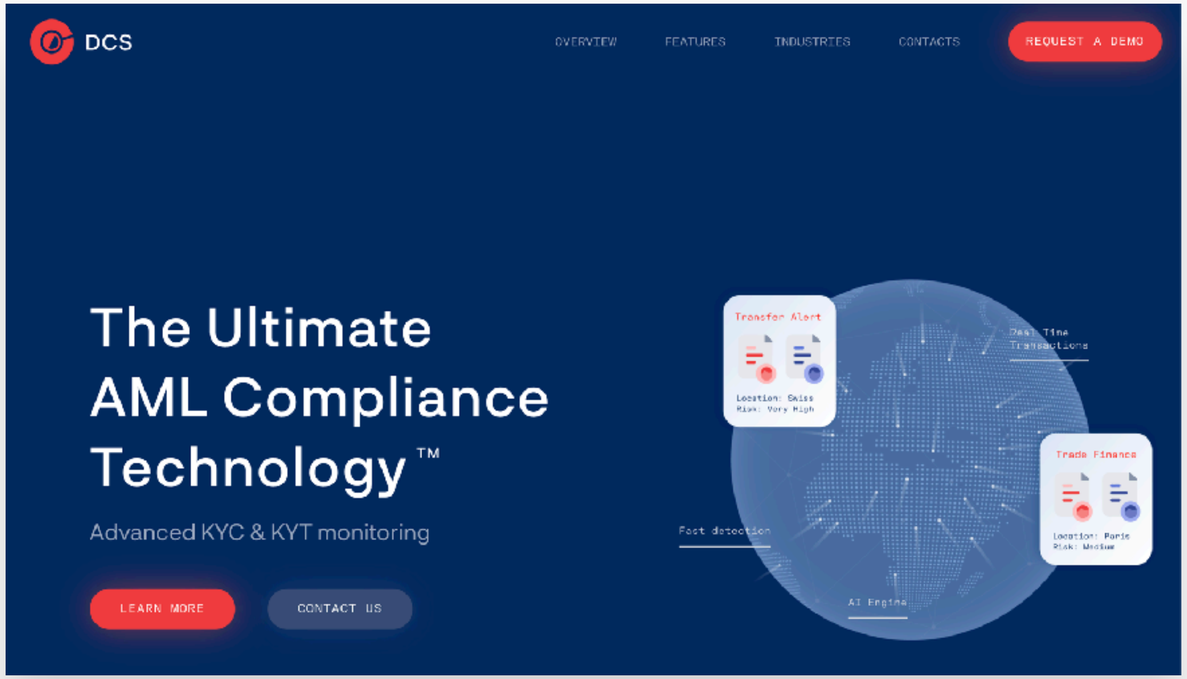
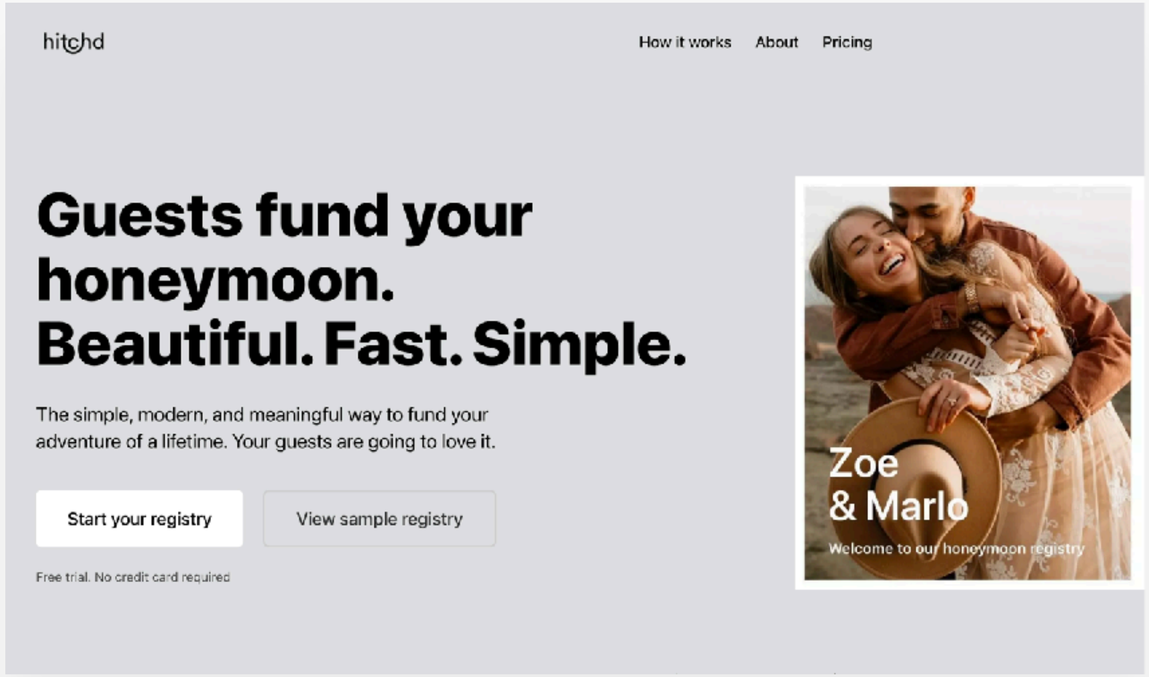
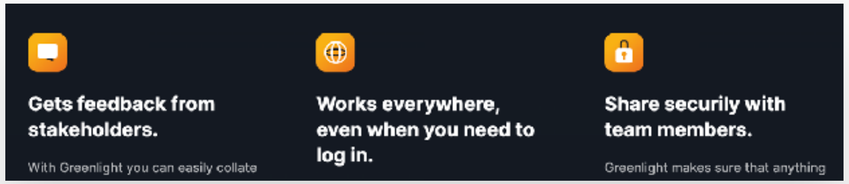


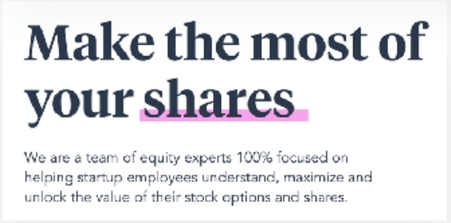


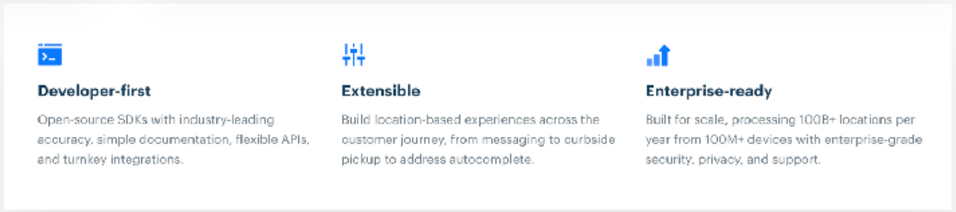
WHEN AND HOW TO USE COLORS

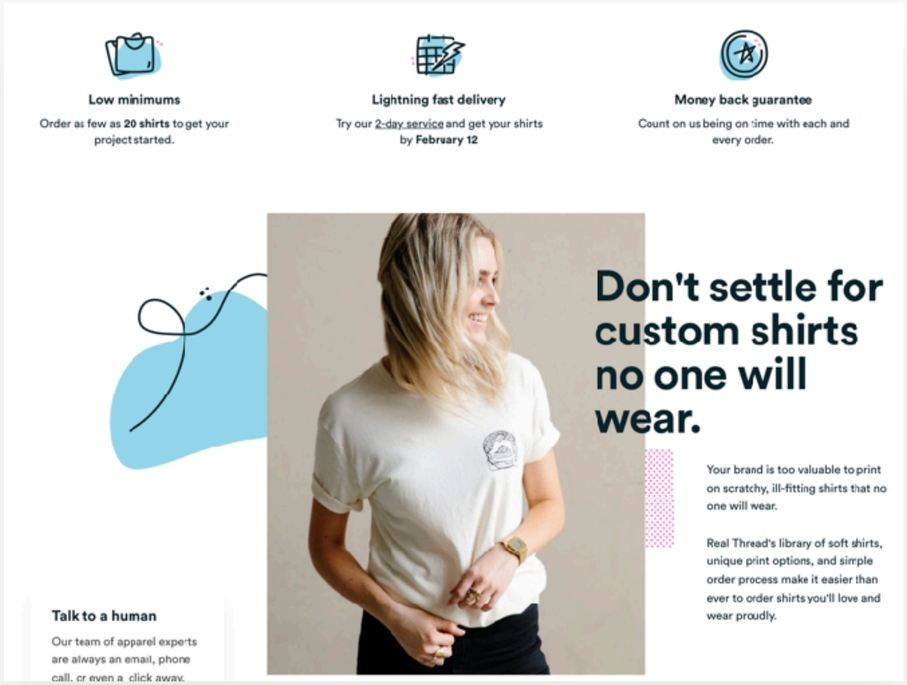
6 Use your main color to **draw attention** to the most important elements on the page

7 Use colors to add **interesting accents** or make **entire components or sections** stand out









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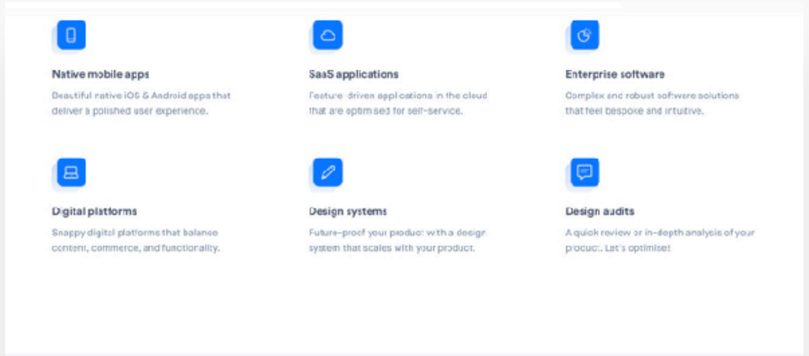

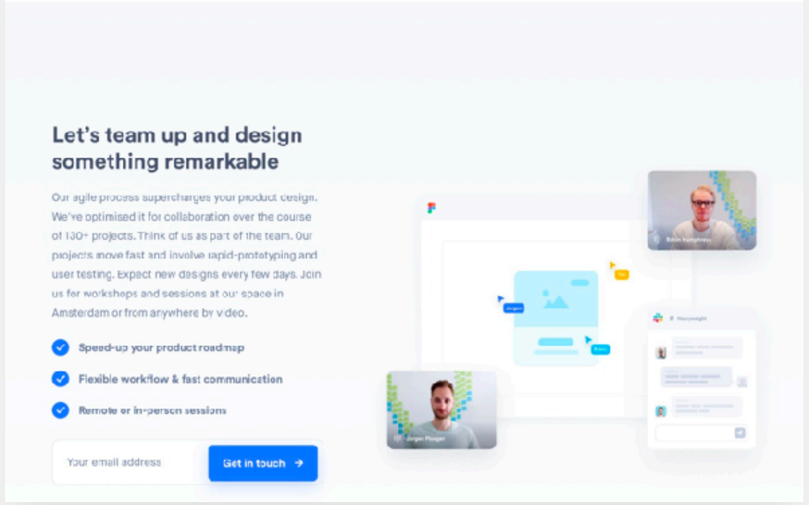

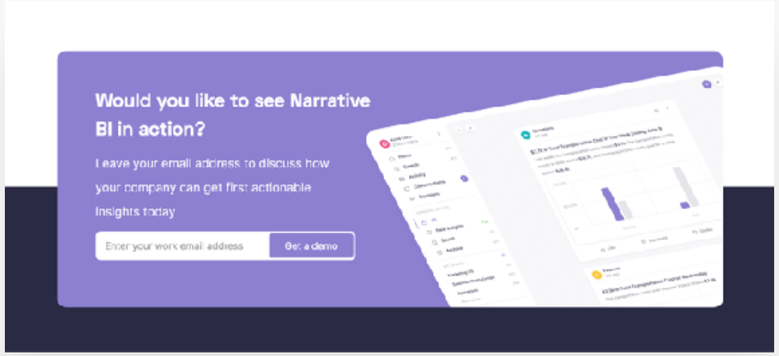

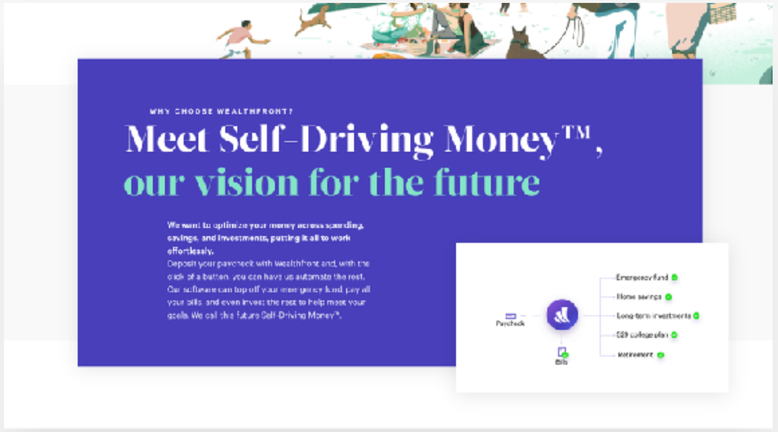

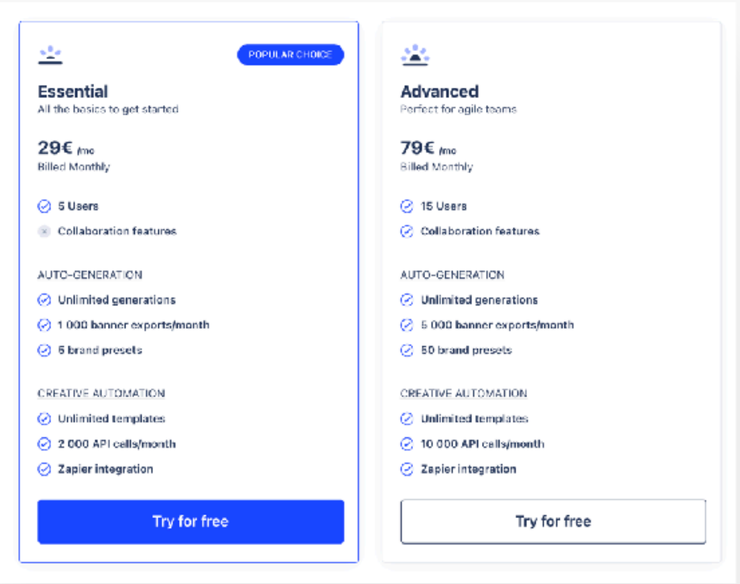

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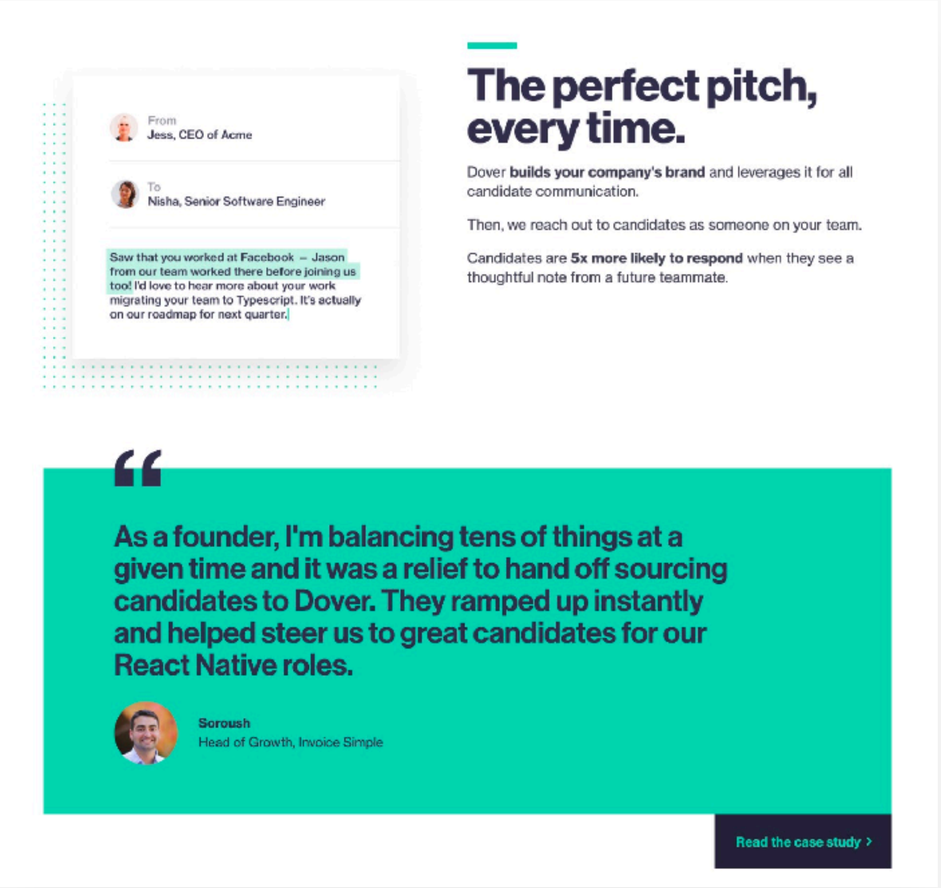

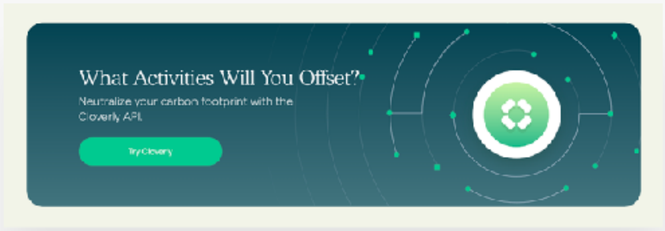

WHEN AND HOW TO USE COLORS

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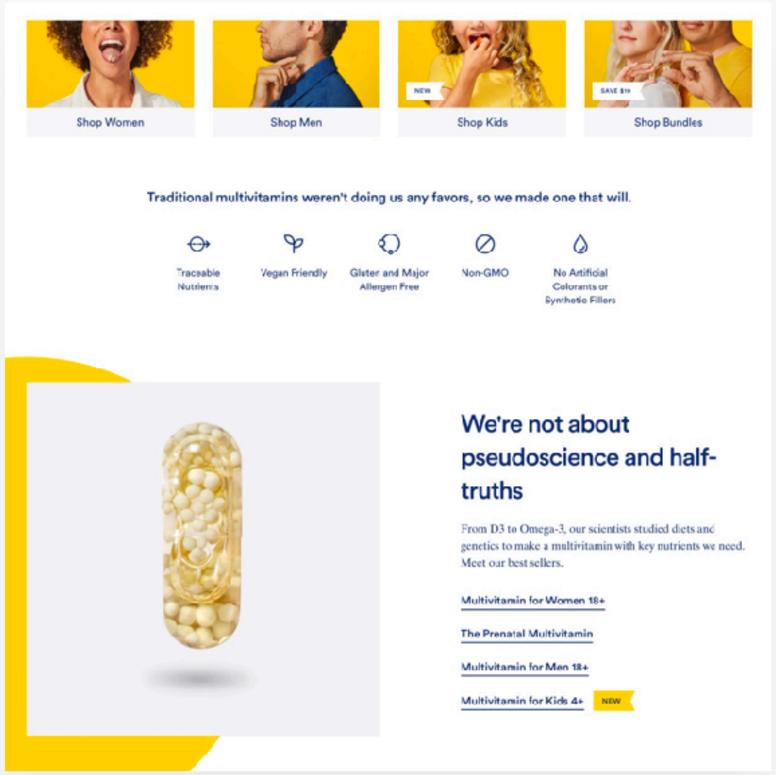
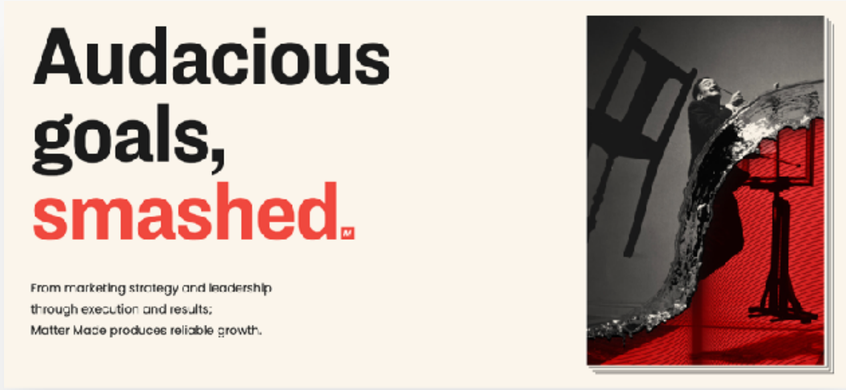
8 You can try to use your color strategically in **images and illustrations**

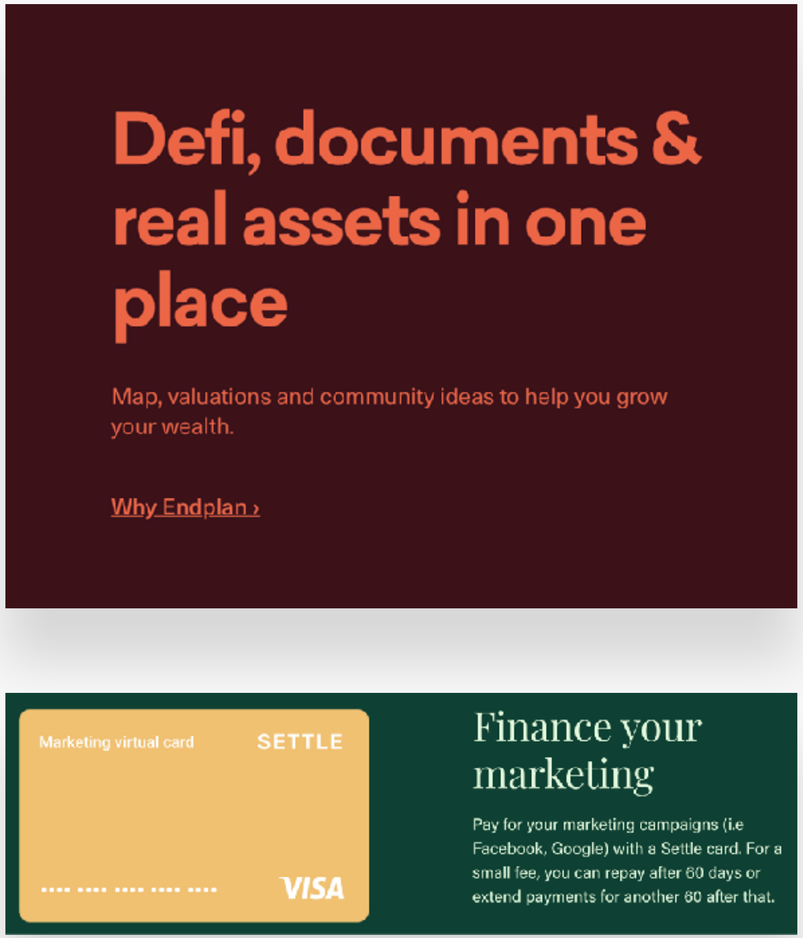




COLORS AND **TYPOGRAPHY**

9 On dark colored backgrounds, try to **use a tint of the background** (“lighter version”) for text

😃



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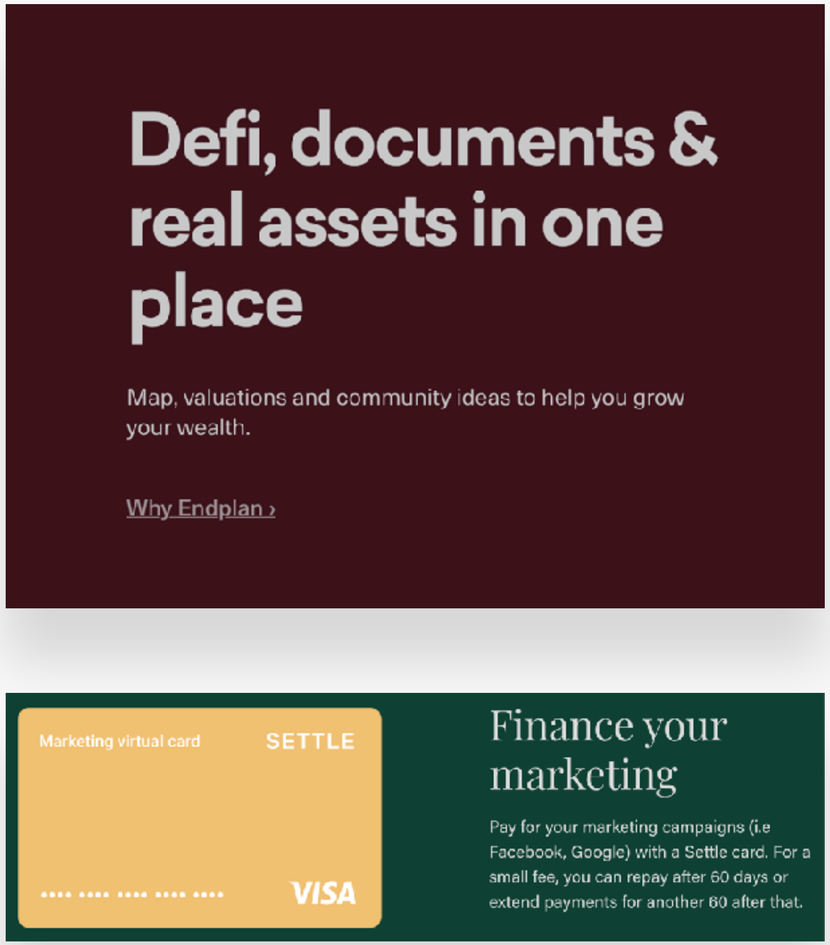
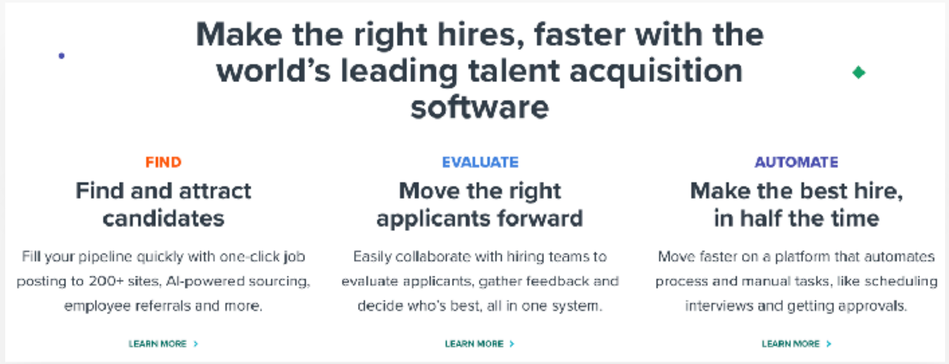


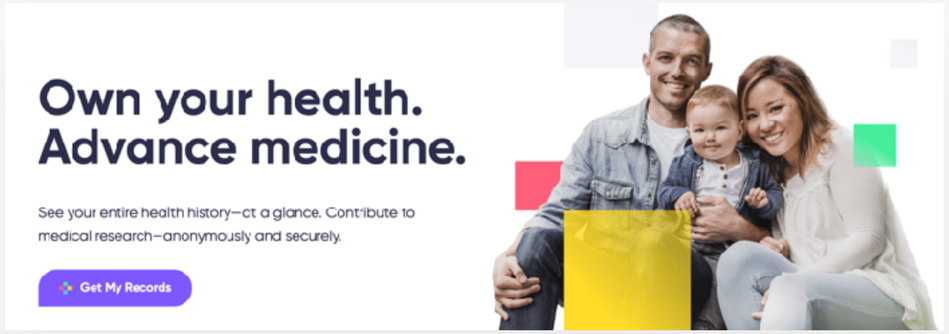
COLORS AND **TYPOGRAPHY**

9 On dark colored backgrounds, try to **use a tint of the background** (“lighter version”) for text

10 Text should usually not be completely black. **Lighten if up** it looks heavy and uninviting

😃





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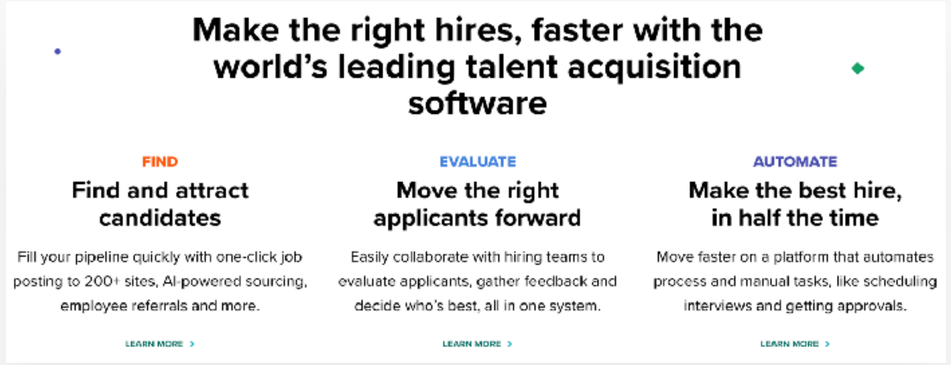
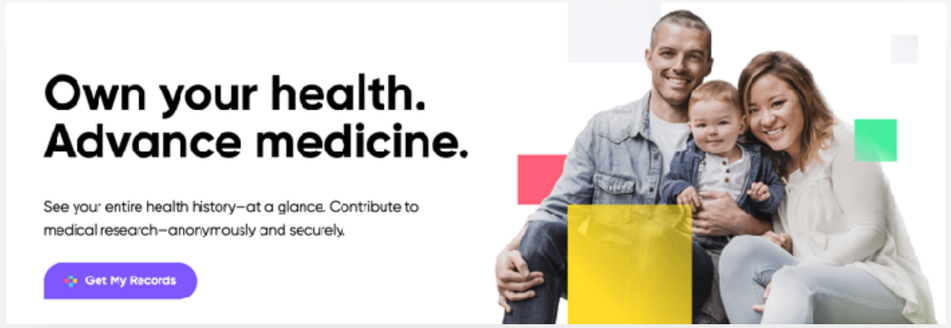




COLORS AND **TYPOGRAPHY**

9 On dark colored backgrounds, try to **use a tint of the background** (“lighter version”) for text

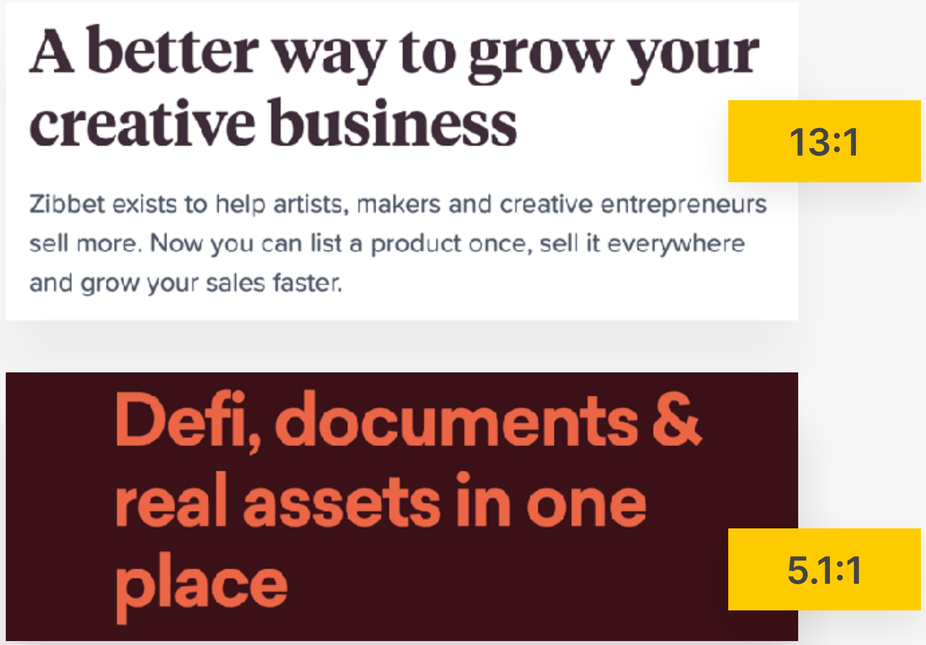
10 Text should usually not be completely black. **Lighten it up** it looks heavy and uninviting

♿ 11 **Don’t make text too light!** Use a tool to check contrast between text and background colors

☝ Contrast ratio needs to be at least **4.5:1 for normal text** and **3:1 for large text** (18px+)

COOLORS

😃



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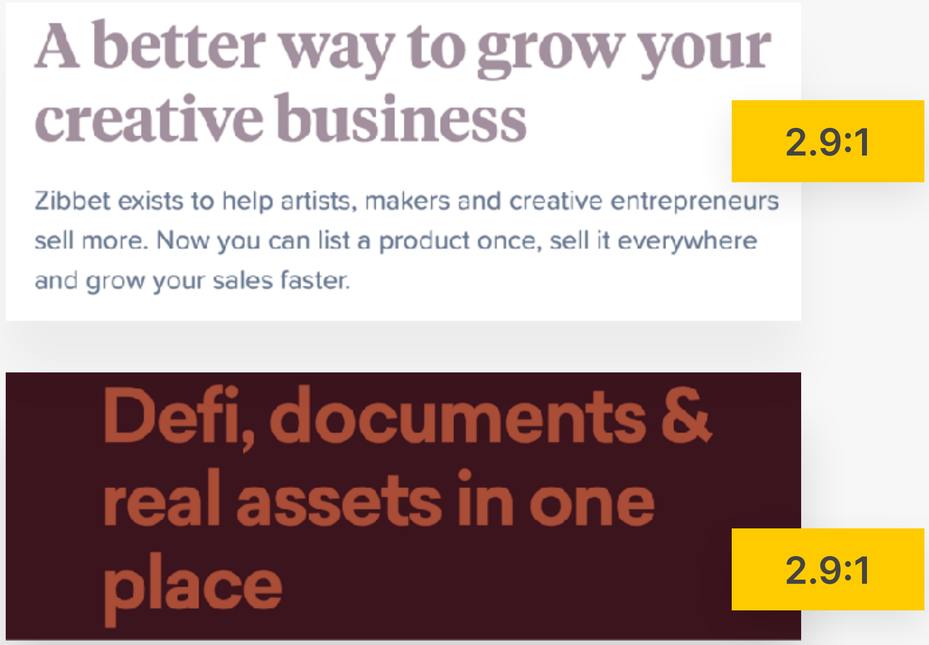


JONAS.IO
SCHMEDTMANN

BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

@JONASSCHMEDTMAN

SECTION

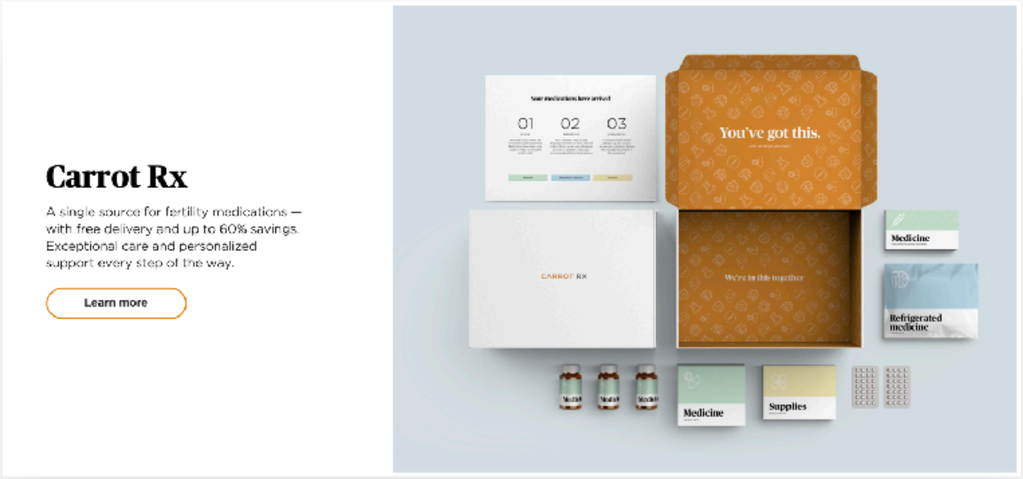
WEB DESIGN RULES AND FRAMEWORK

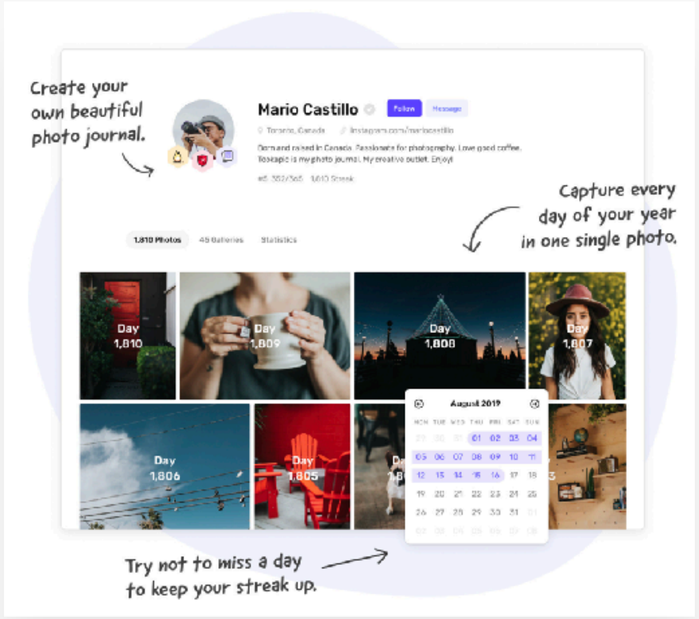
LECTURE

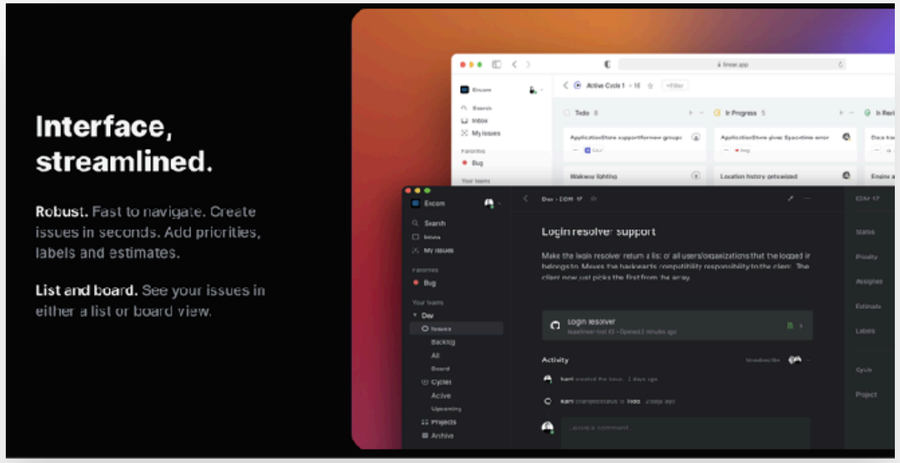
WEB DESIGN RULES #3: IMAGES AND ILLUSTRATIONS

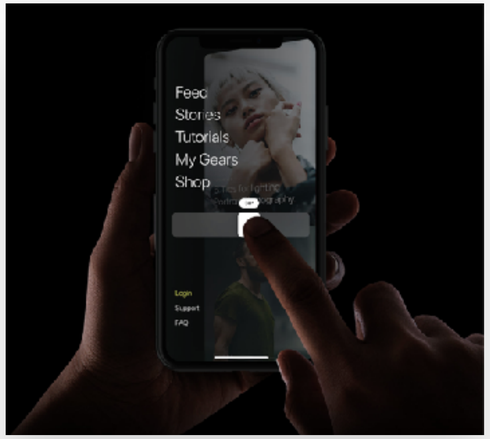
USE GOOD IMAGES

1 Different types of images: **product photos**, **storytelling photos**, **illustrations**, **patterns**









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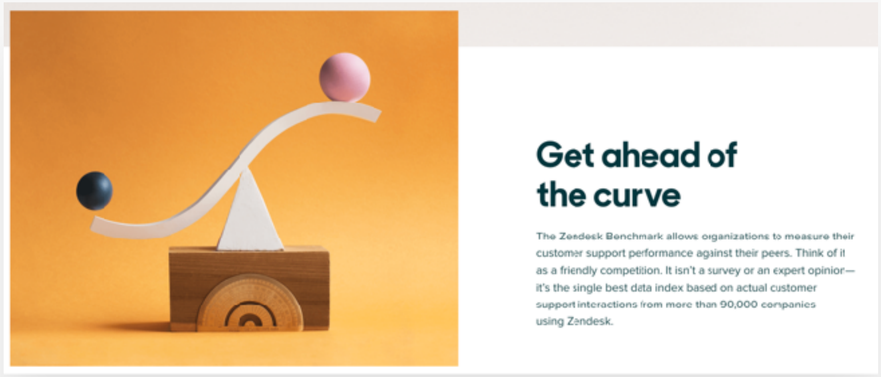

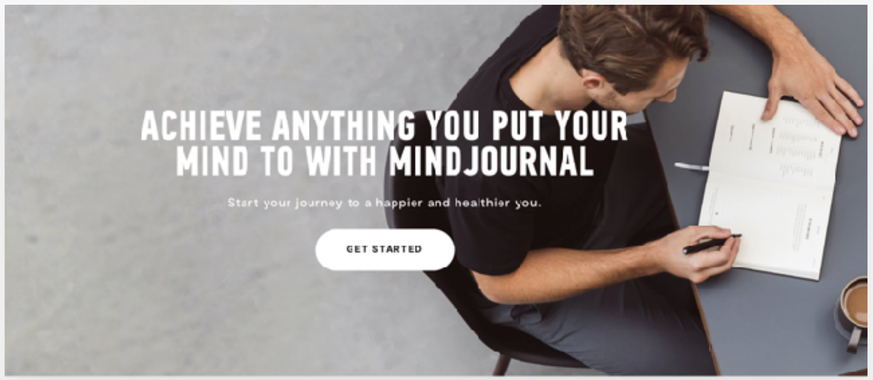

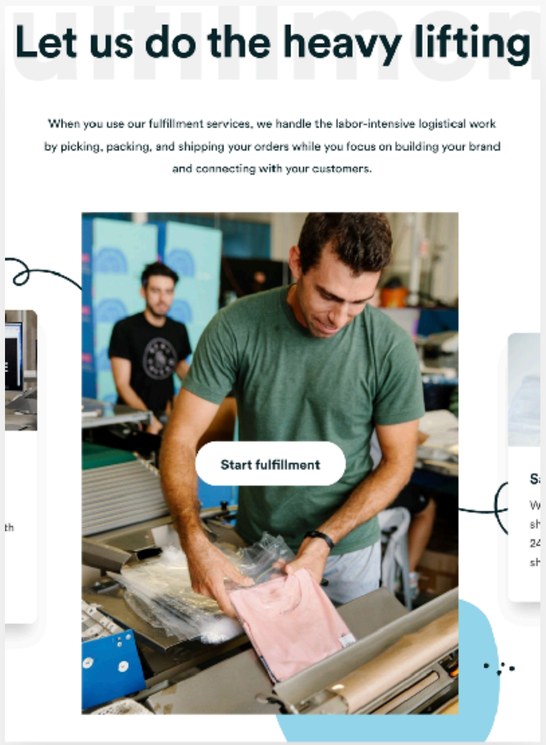

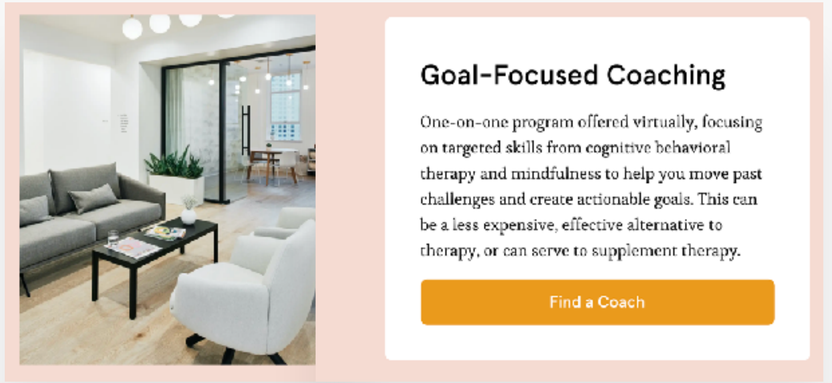

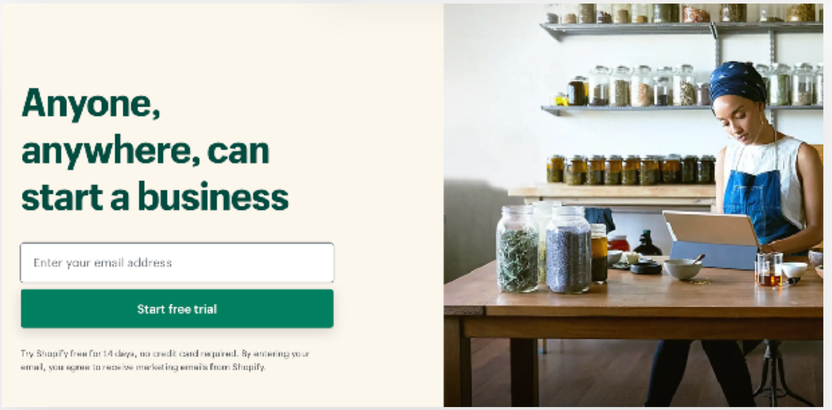

USE **GOOD IMAGES**

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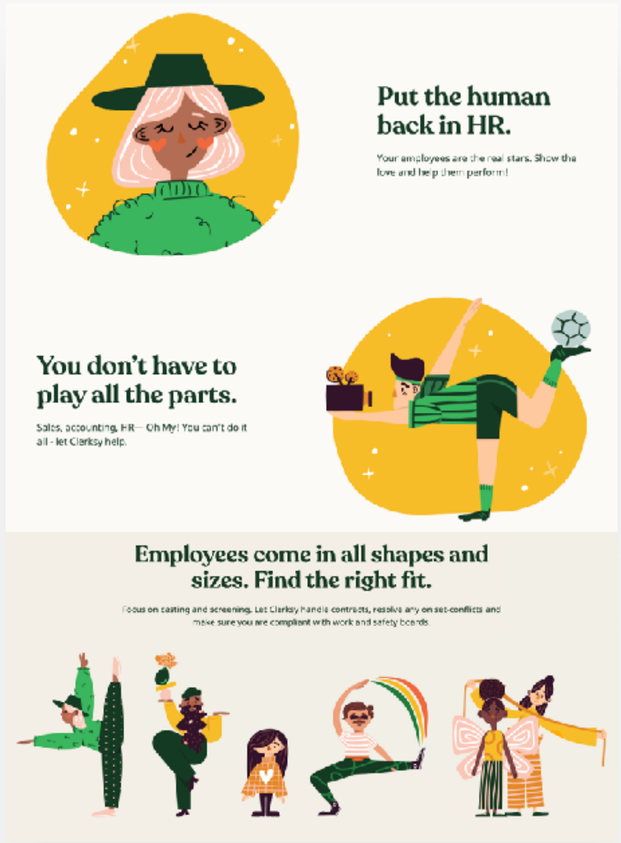

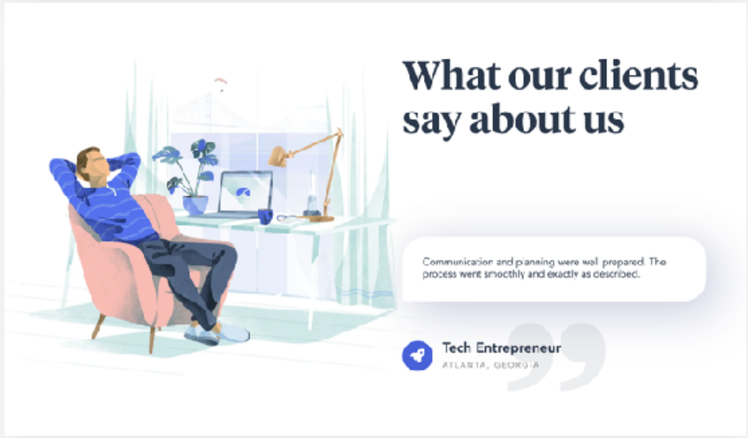

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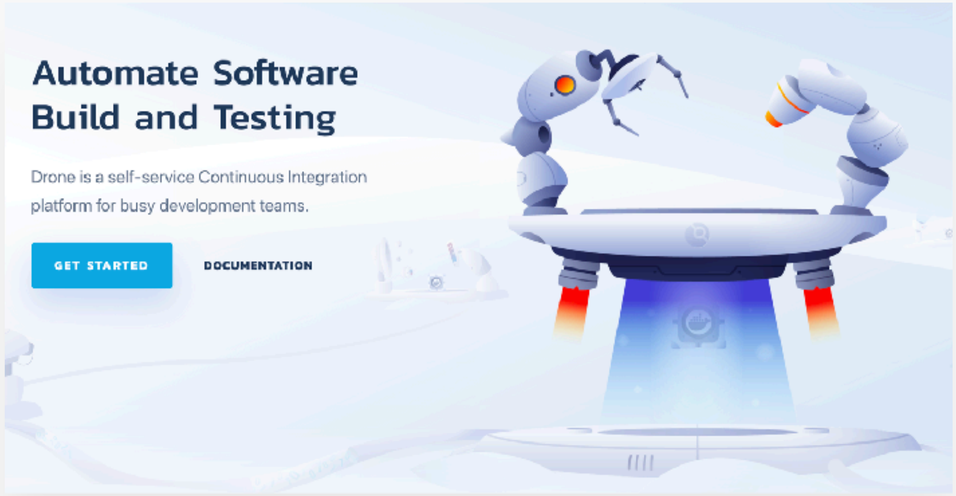

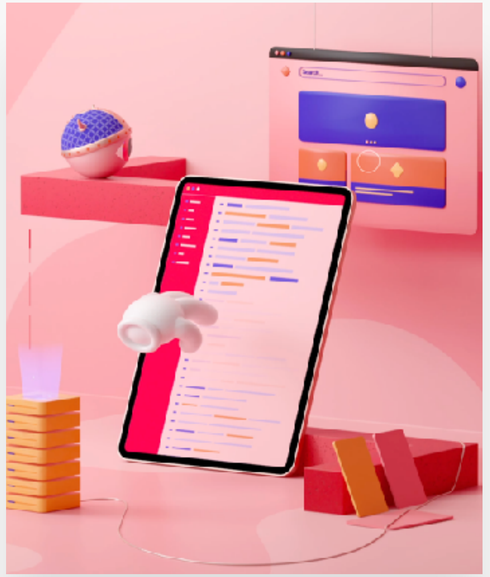

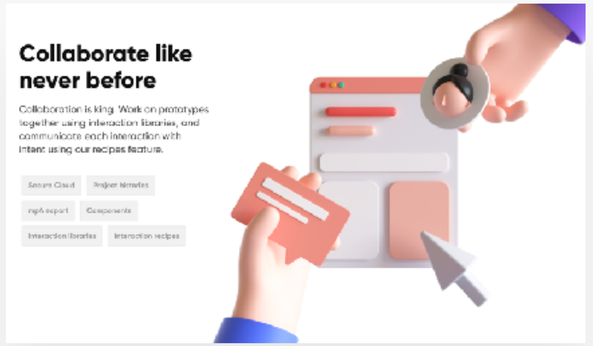

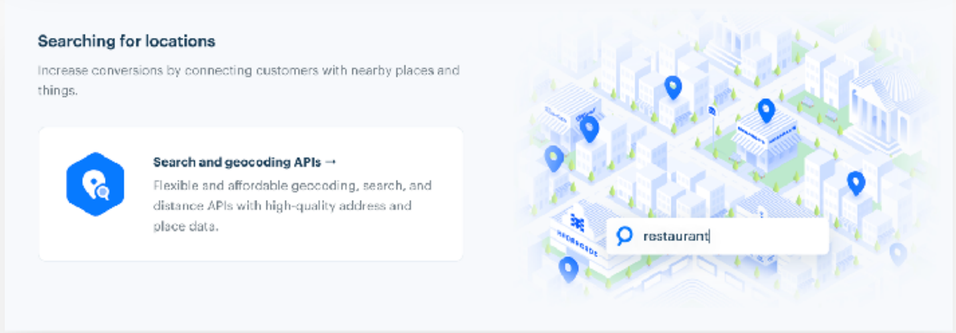

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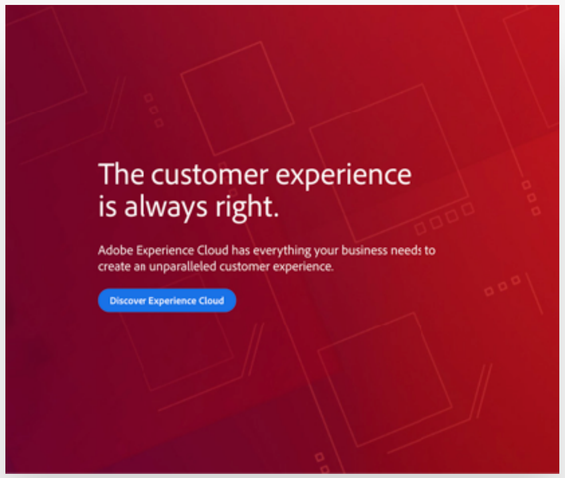

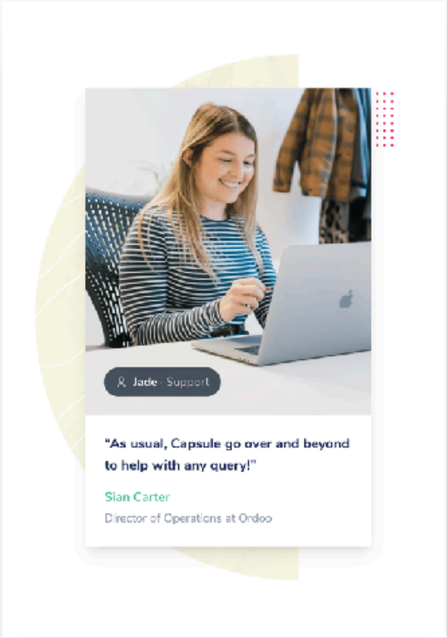

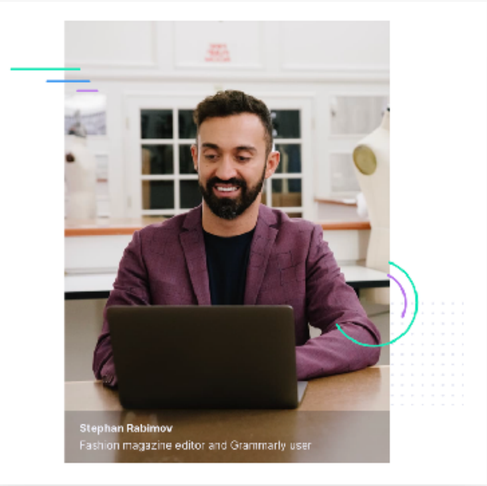

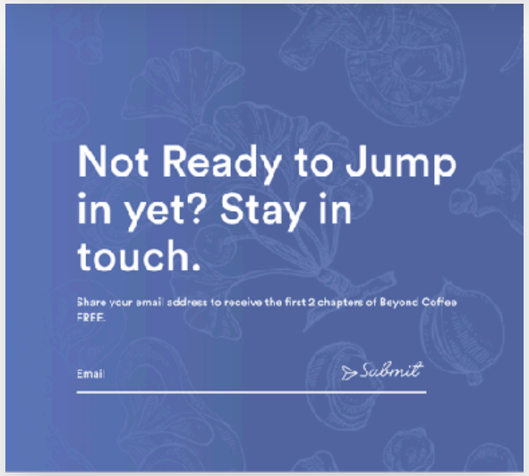

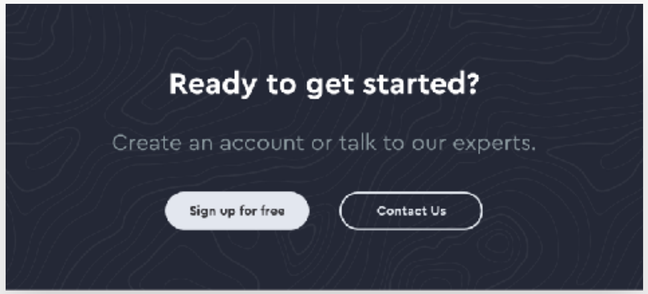

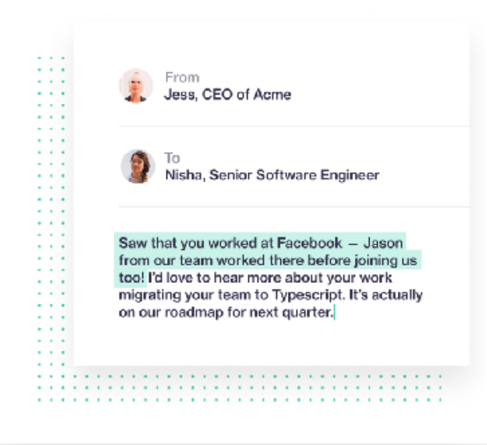

USE **GOOD IMAGES**

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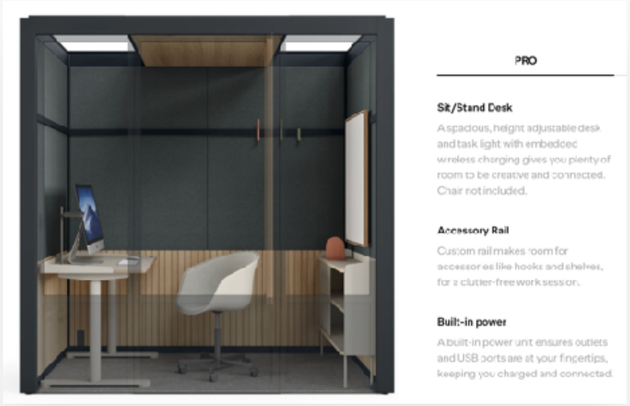
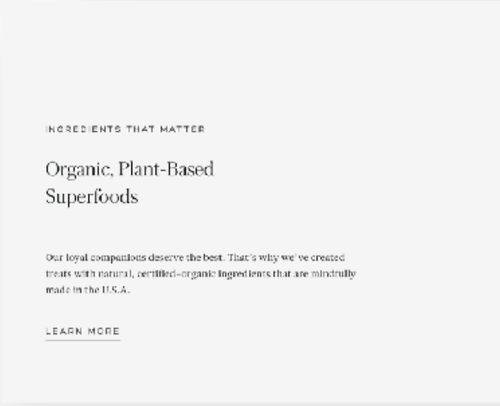
2. Use images to support your website's **message and story**. So only use **relevant images**!

😃





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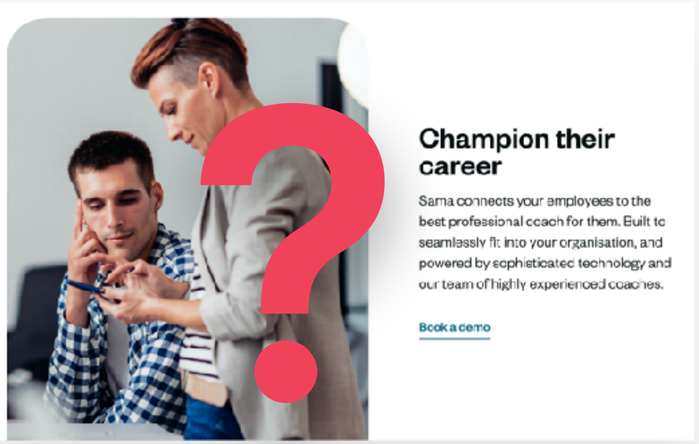
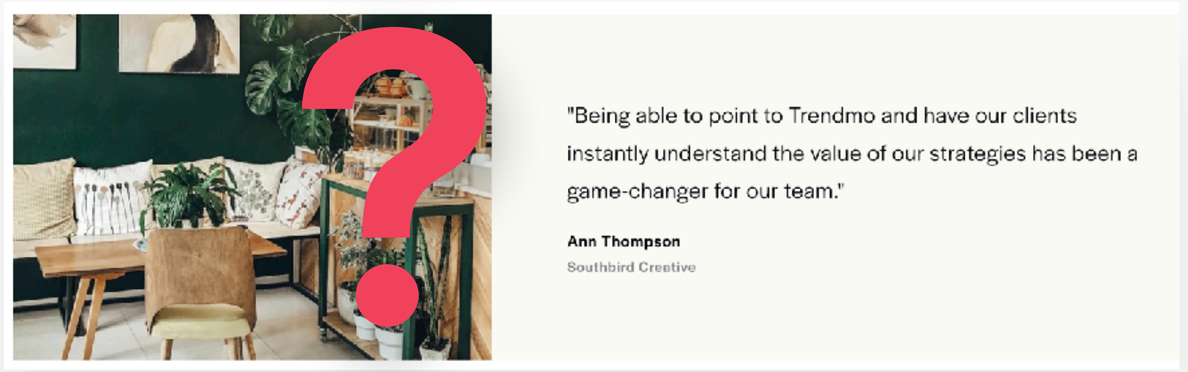
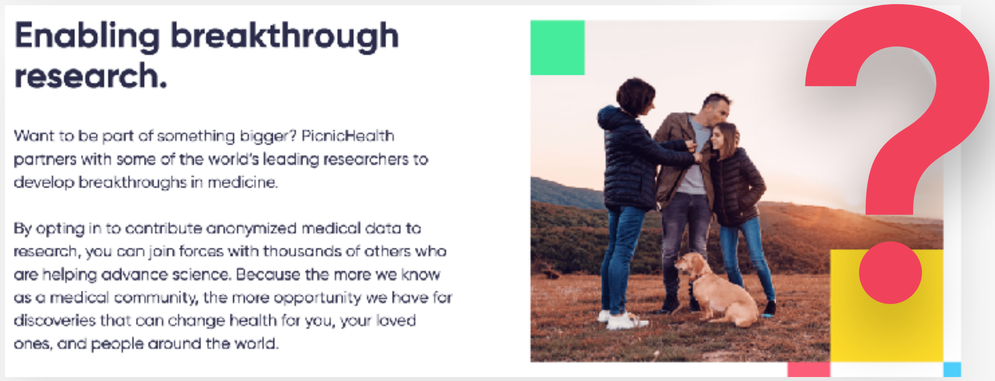
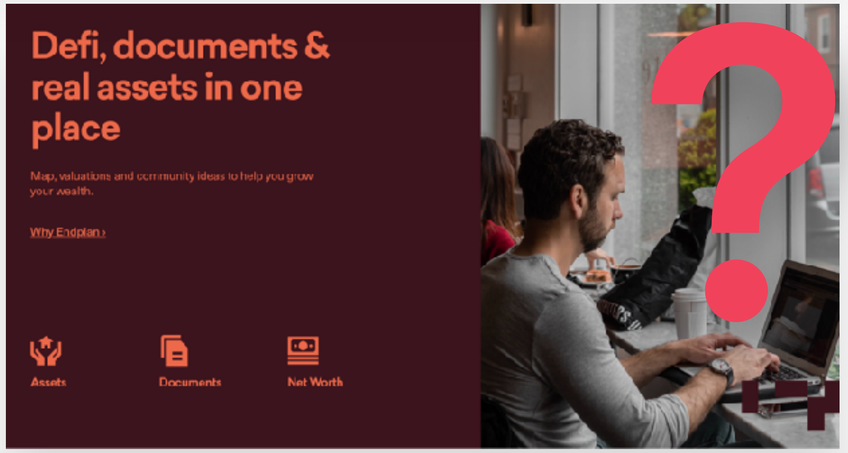
🤔









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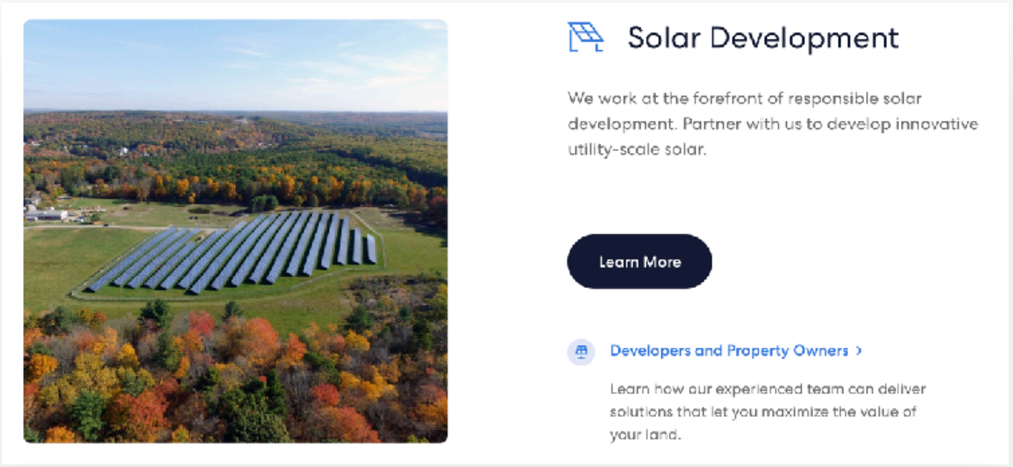
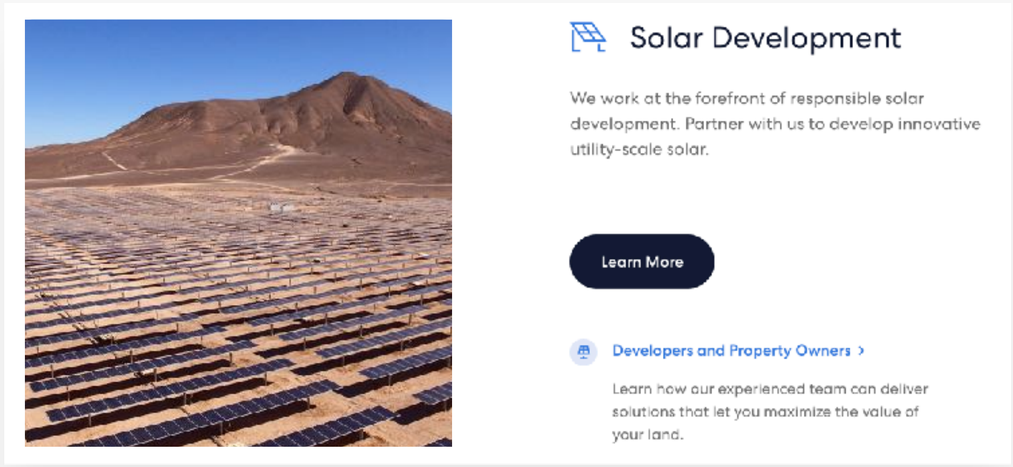


😀 **PROFESSIONAL PHOTOGRAPHER**



🙂 **HIGH-QUALITY STOCK PHOTO**

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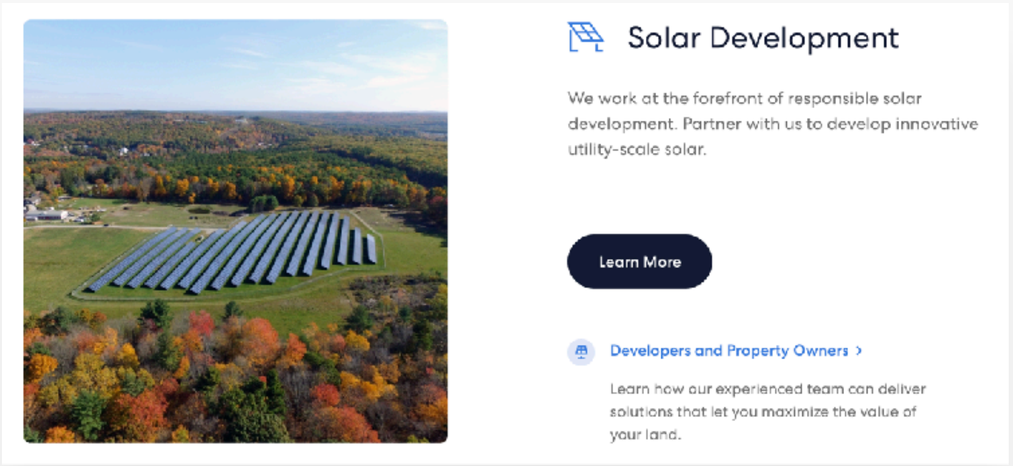
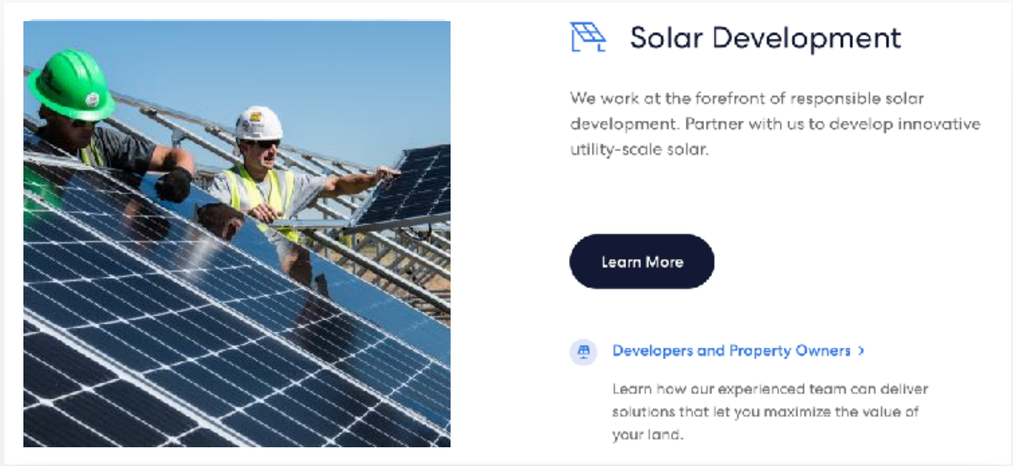


😀 **PROFESSIONAL PHOTOGRAPHER**



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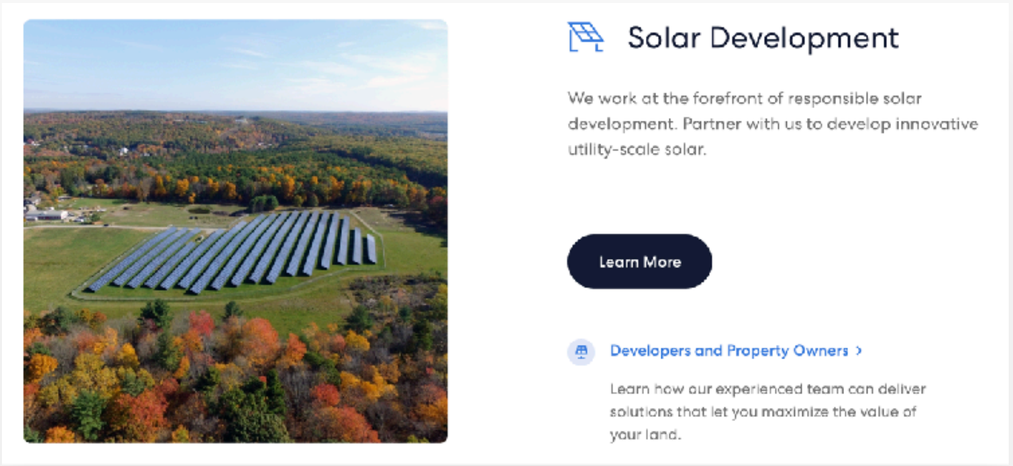
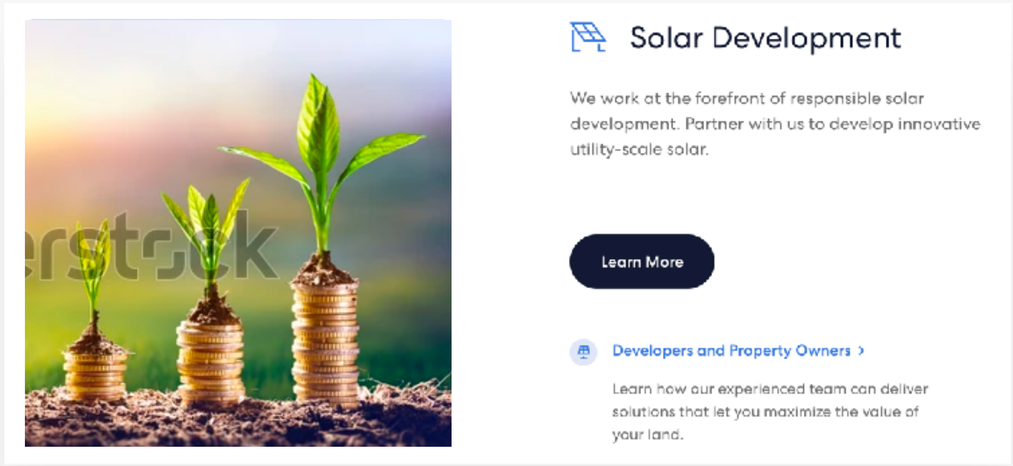


😀 **PROFESSIONAL PHOTOGRAPHER**



😡 **GENERIC-LOOKING STOCK PHOTO**

USE **GOOD IMAGES**

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2. Use images to support your website's **message and story**. So only use **relevant images**!
3. Prefer **original images**. If not possible, use **original-looking** stock images (not generic ones!)

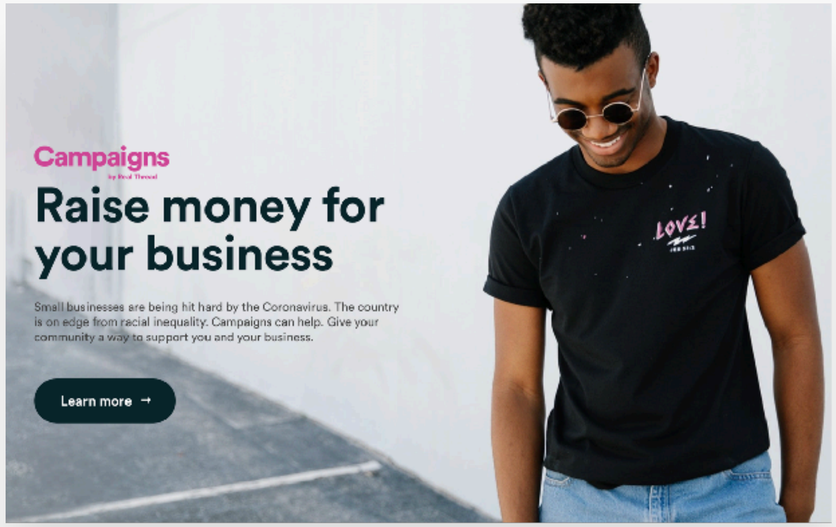
Use images from here instead (for free 😃)

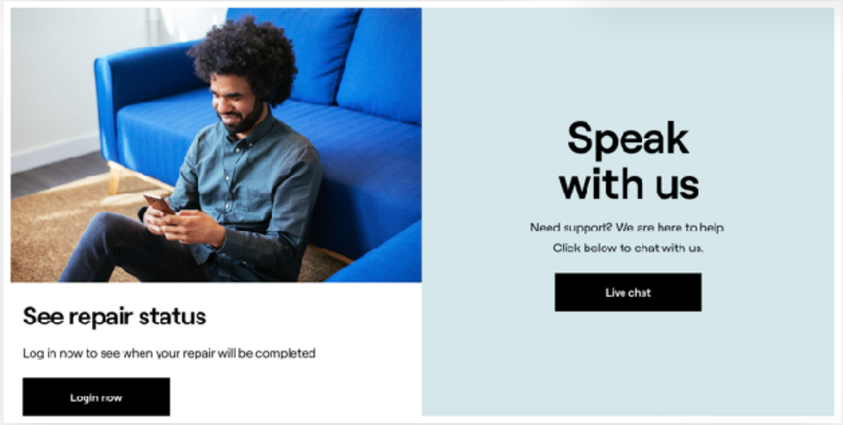
TOOLBOX

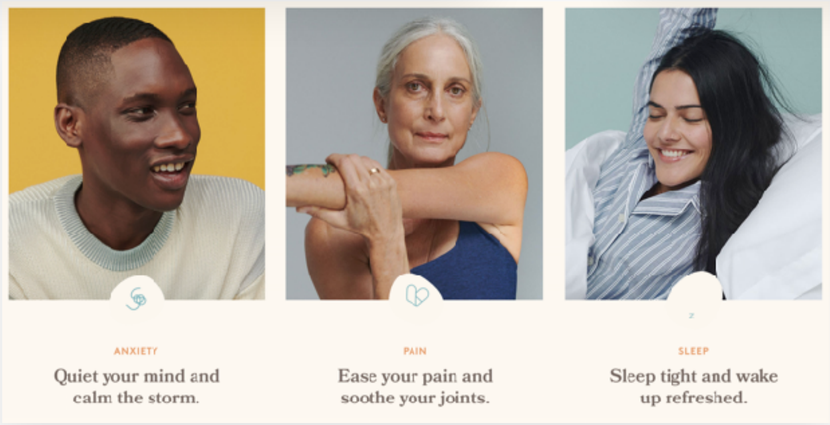
- Unsplash
- Pexels
- DrawKit
- unDraw

USE IMAGES **WELL**

4 Try to show **real people** to trigger user's emotions



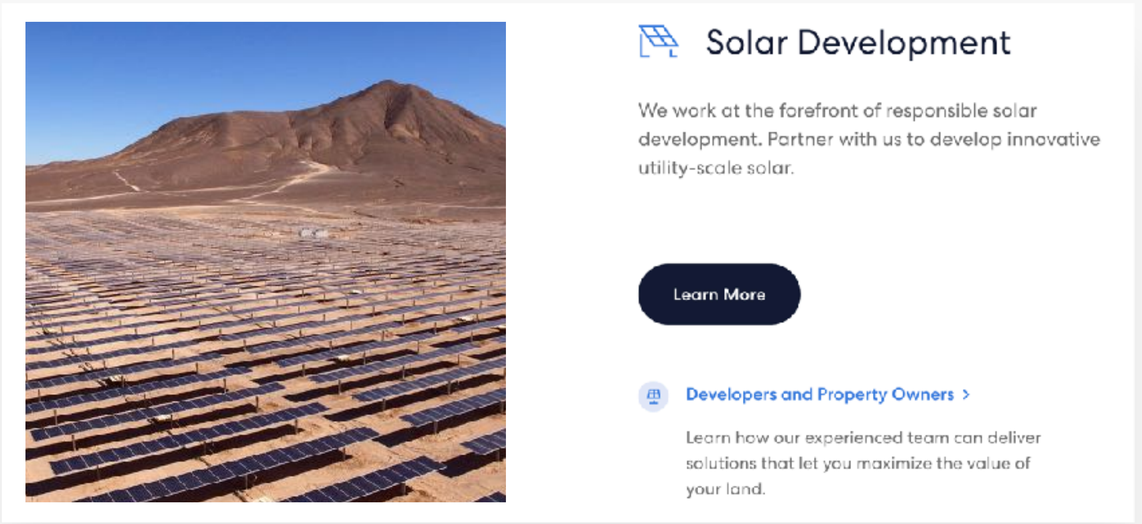




USE IMAGES **WELL**

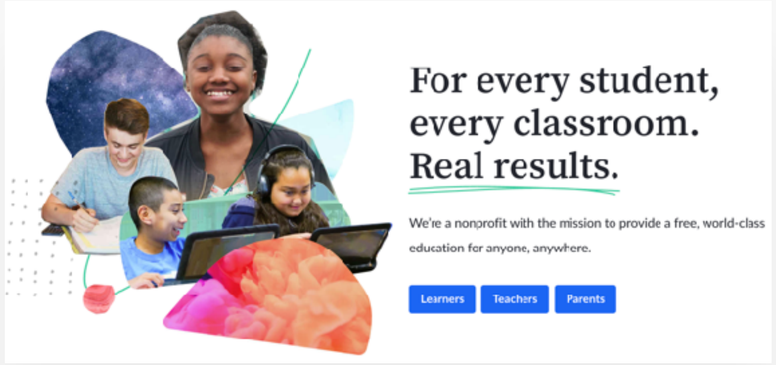
4 Try to show **real people** to trigger user's emotions

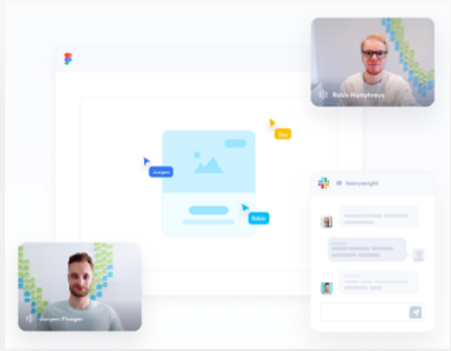
5 If necessary, **crop images** to fit your message

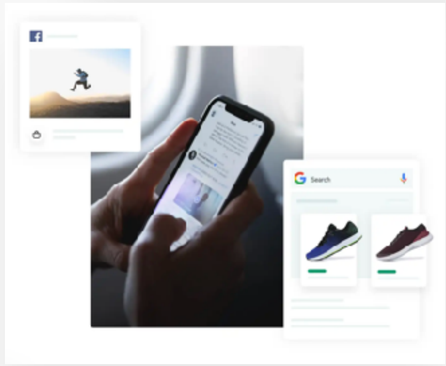


USE IMAGES **WELL**

4. Try to show **real people** to trigger user's emotions
5. If necessary, **crop images** to fit your message
6. Experiment **combining** photos, illustrations and patterns







HANDLING **TEXT** ON IMAGES

7 **Method #1:** Darker or brighten image (completely or partially, using a gradient)

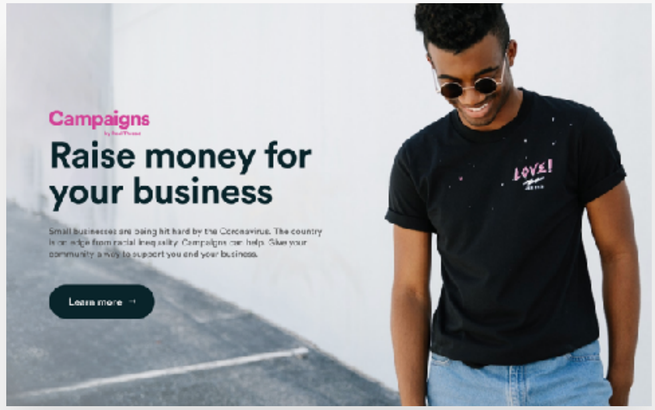
😀

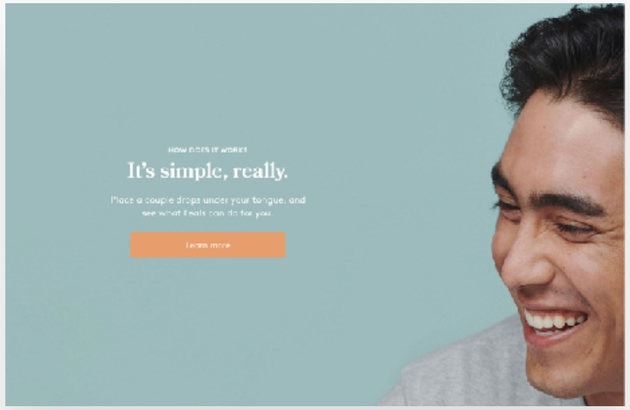
😡

HANDLING **TEXT** ON IMAGES

7 **Method #1:** Darker or brighten image (completely or partially, using a gradient)

8 **Method #2:** Position text into neutral image area





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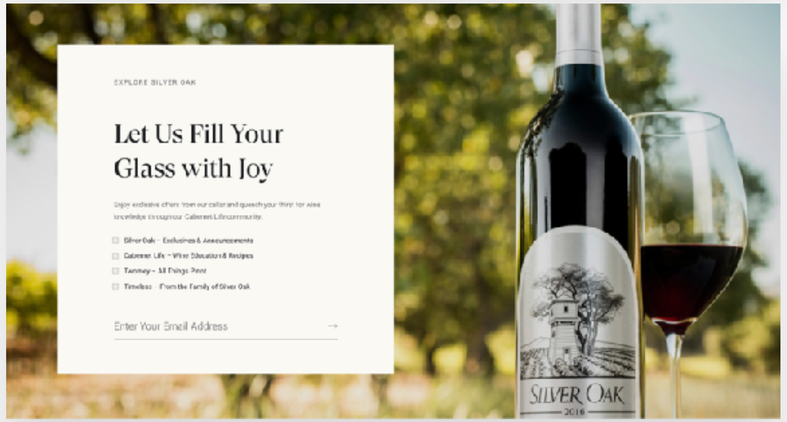
7 **Method #1:** Darker or brighten image (completely or partially, using a gradient)

8 **Method #2:** Position text into neutral image area

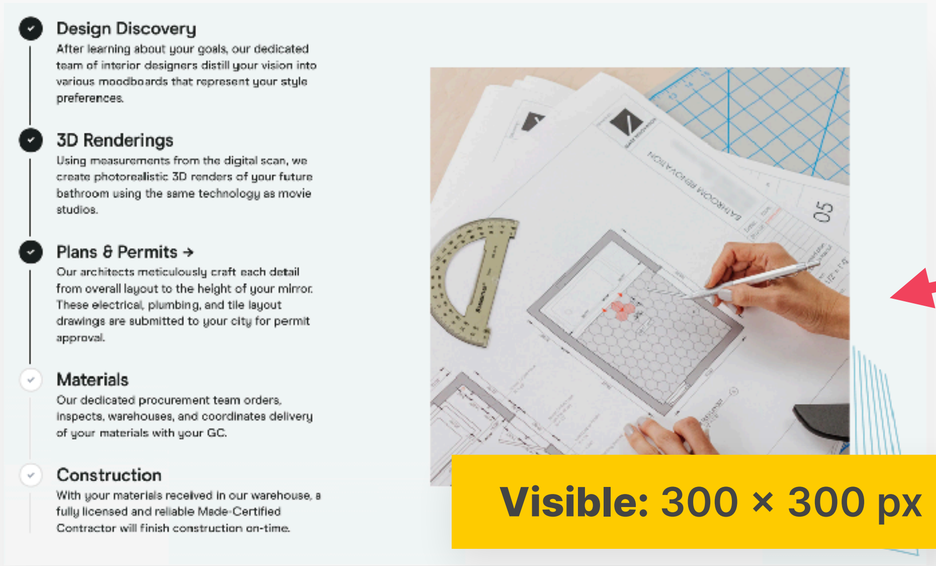
9 **Method #3:** Put text in a box



SOME **TECHNICAL** DETAILS

10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

- 👉 **Scale factor:** Actual pixels the screen contains / Pixels represented on screen
- 👉 On high-res screens, scale factor is **2x** or even **3x**, on “normal” screens it’s just **1x** (1 physical pixel = 1 design pixel)



Visible: 300 × 300 px

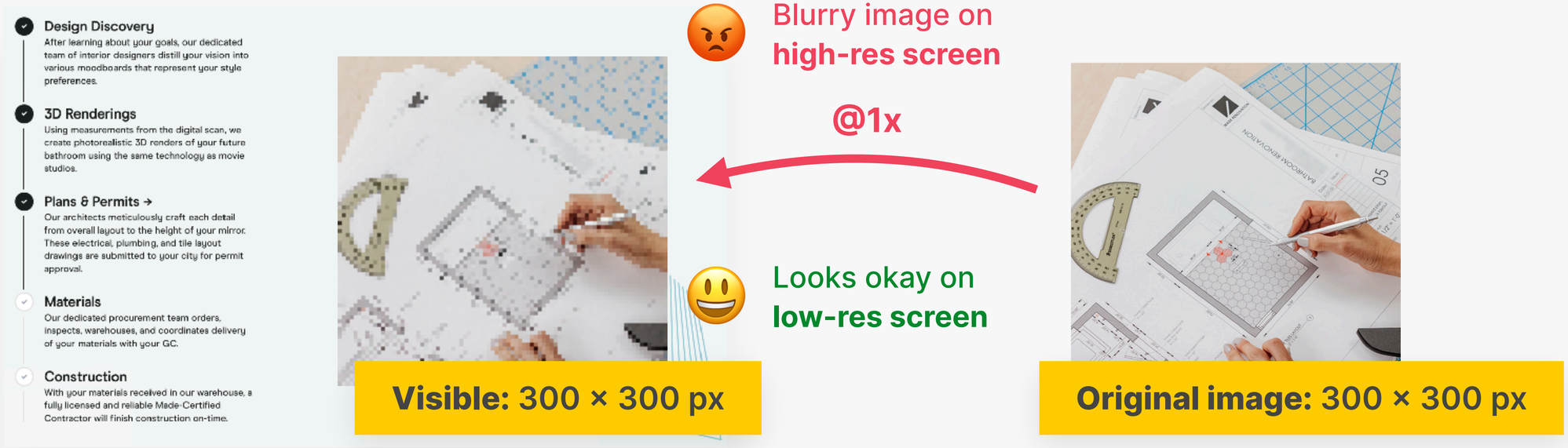
@2x

Original image: 600 × 600 px

SOME **TECHNICAL** DETAILS

10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

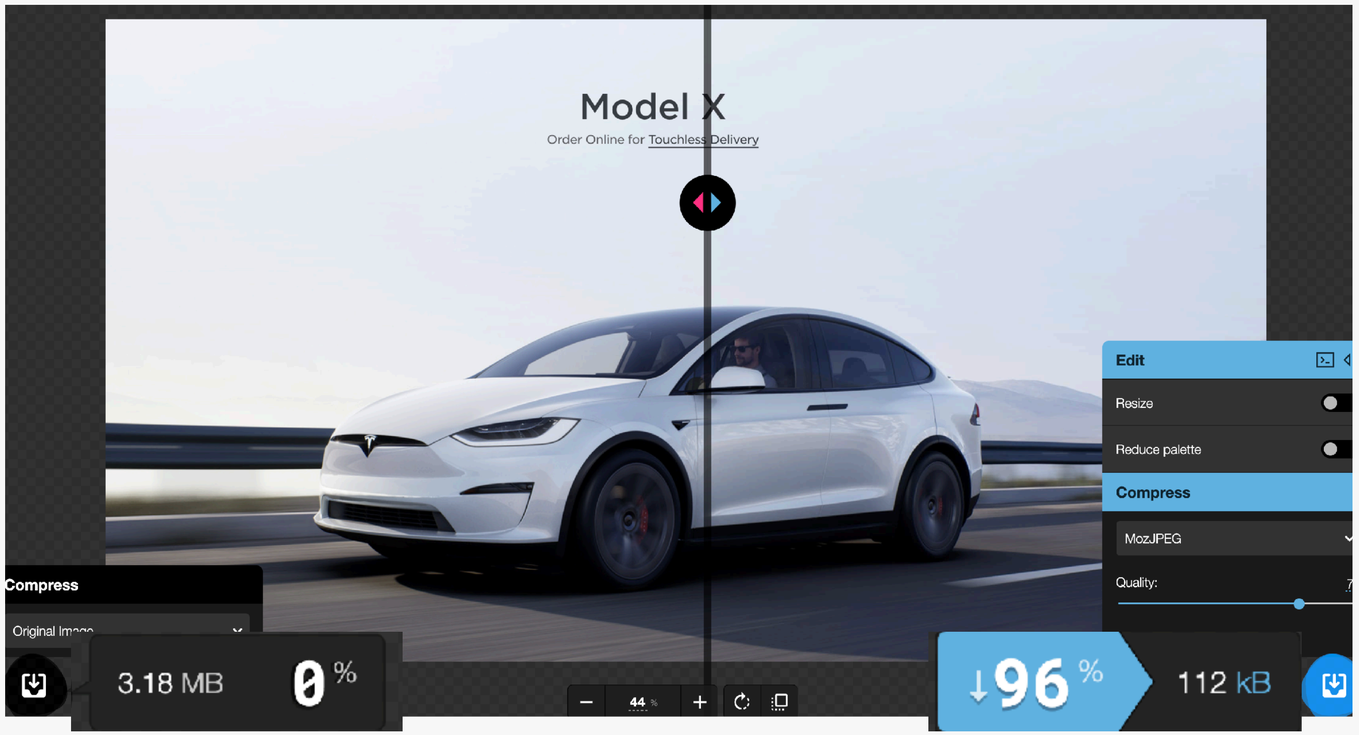
- 👉 **Scale factor:** Actual pixels the screen contains / Pixels represented on screen
- 👉 On high-res screens, scale factor is **2x** or even **3x**, on “normal” screens it’s just **1x** (1 physical pixel = 1 design pixel)



SOME **TECHNICAL** DETAILS

10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

11 **Compress images** for a lower file size and better performance



😡 😃

TOOLBOX

Unsplash

Pexels

DrawKit

unDraw

Squoosh

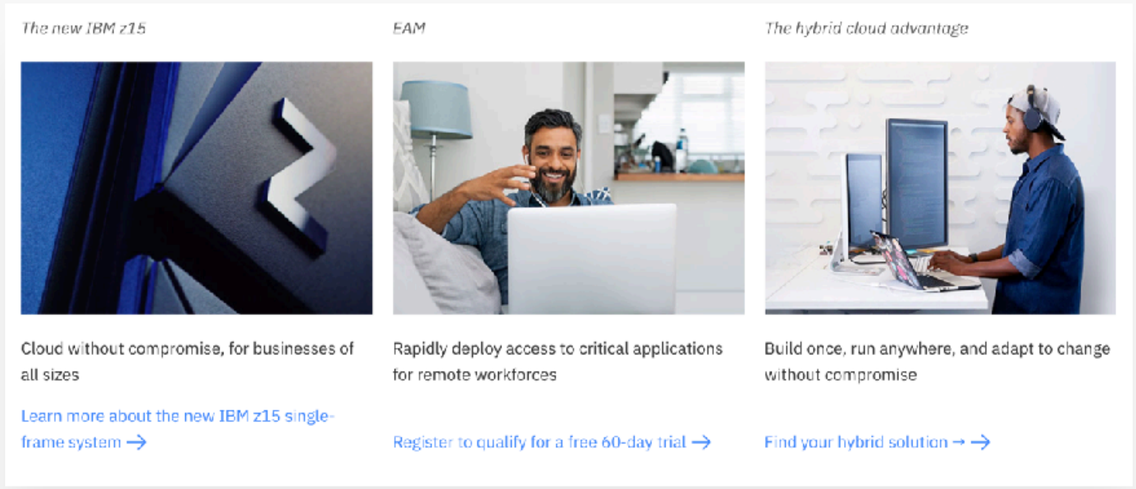
SOME **TECHNICAL** DETAILS

10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

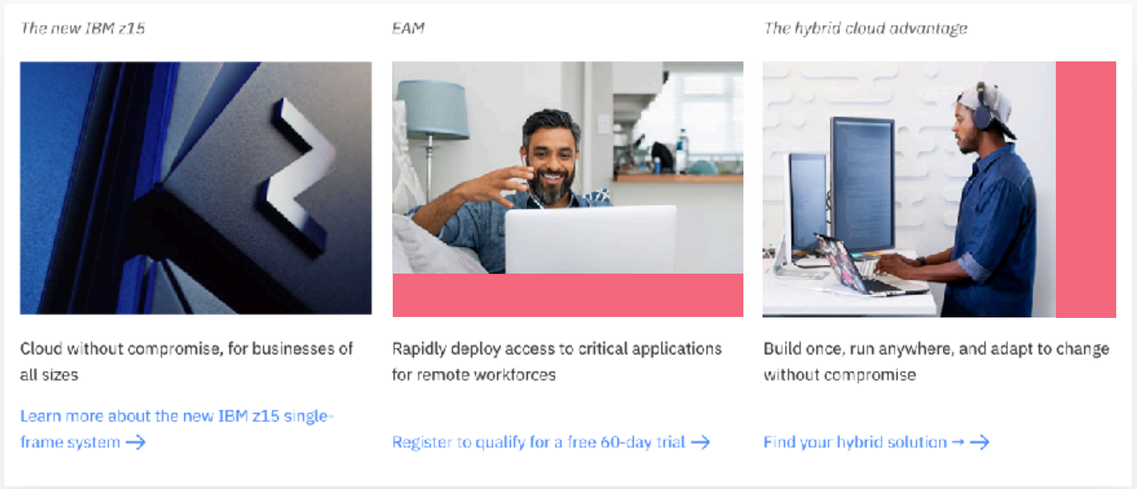
11 **Compress images** for a lower file size and better performance

12 When using multiple images side-by-side, make sure they have the **exact same dimensions**

😀



😡



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SECTION

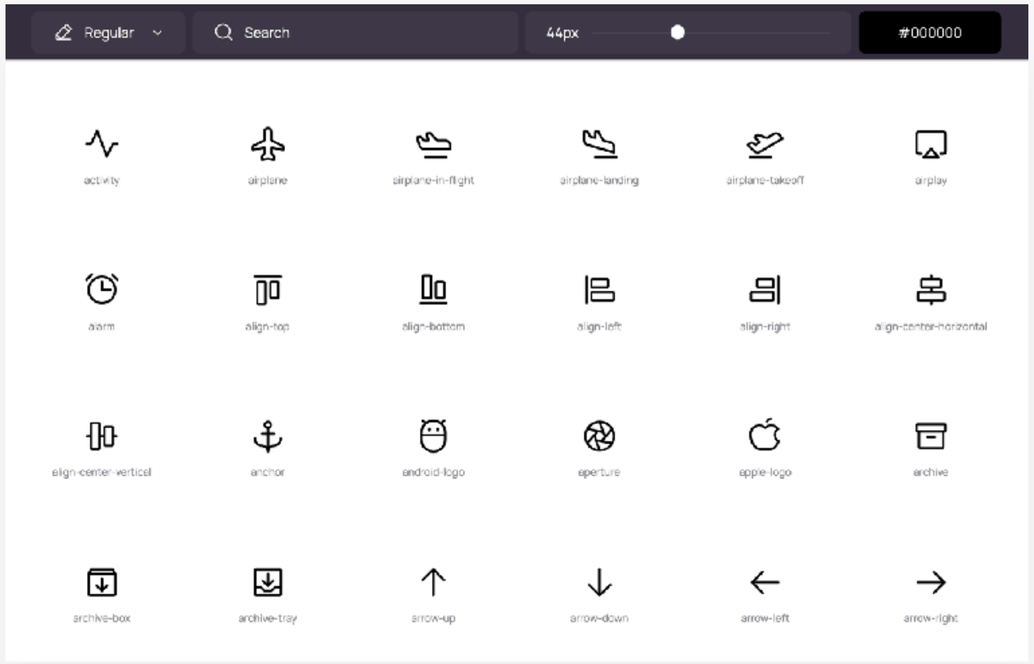
WEB DESIGN RULES AND FRAMEWORK

LECTURE

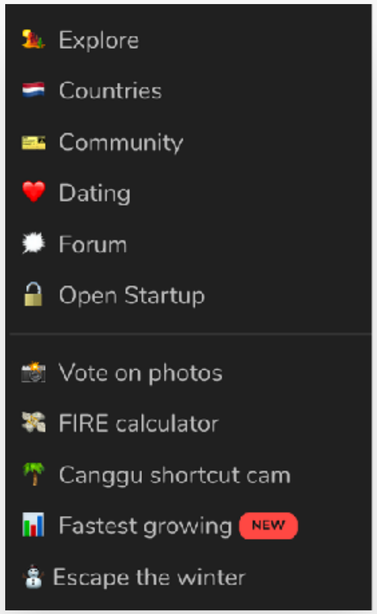
WEB DESIGN RULES #4: ICONS

USE GOOD ICONS

1 Use a **good icon pack**, there are tons of **free** and paid icons packs



Phosphor icons



✌️ You can just use emojis too

TOOLBOX

Phosphor icons

ionicons

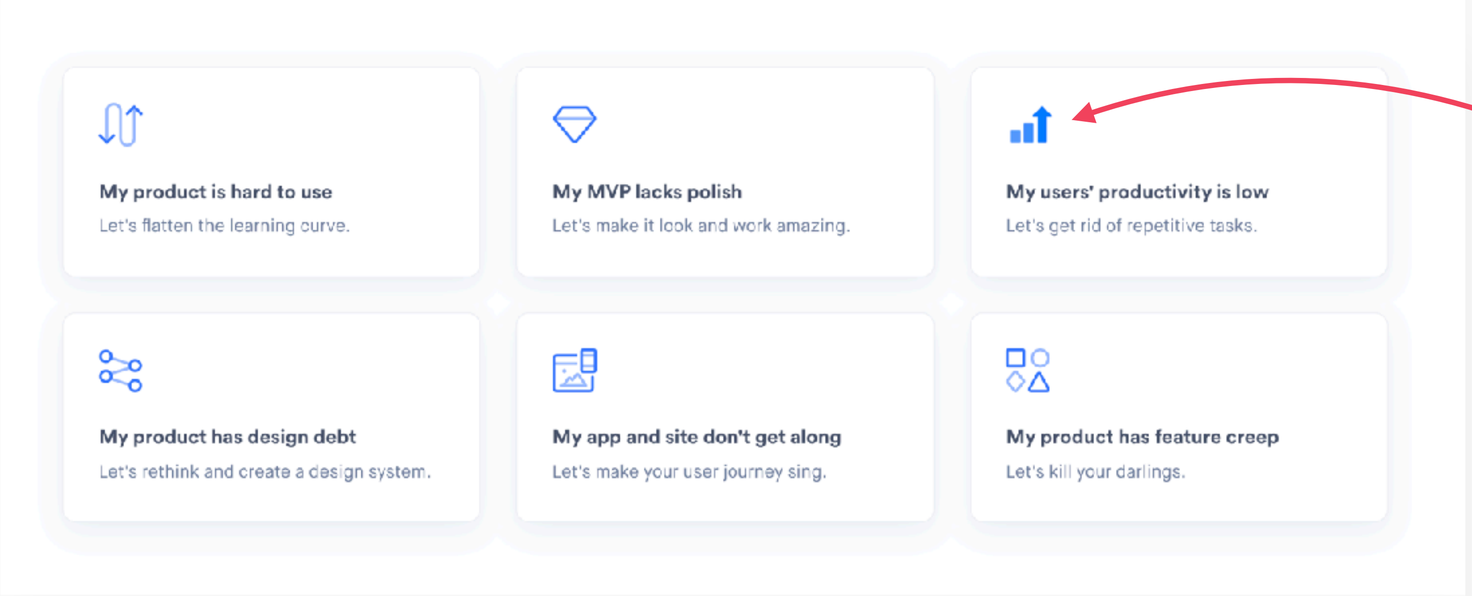
ICONS8

and many, many more...

USE **GOOD ICONS**

1. Use a **good icon pack**, there are tons of **free** and paid icons packs
2. Use only one icon pack. **Don’t mix** icons from different icon packs

😡



This icon has a completely different style: **filled** and **boxy/squared**

USE **GOOD ICONS**

1. Use a **good icon pack**, there are tons of **free** and paid icons packs
2. Use only one icon pack. **Don’t mix** icons from different icon packs
3. Use **SVG icons** or **icon fonts**. Don’t use bitmap image formats (.jpg and .png)!

😡

BITMAP

- 👉 “Regular images”: JPG, PNG, GIF
- 👉 Do **not** scale, become **unsharp**!

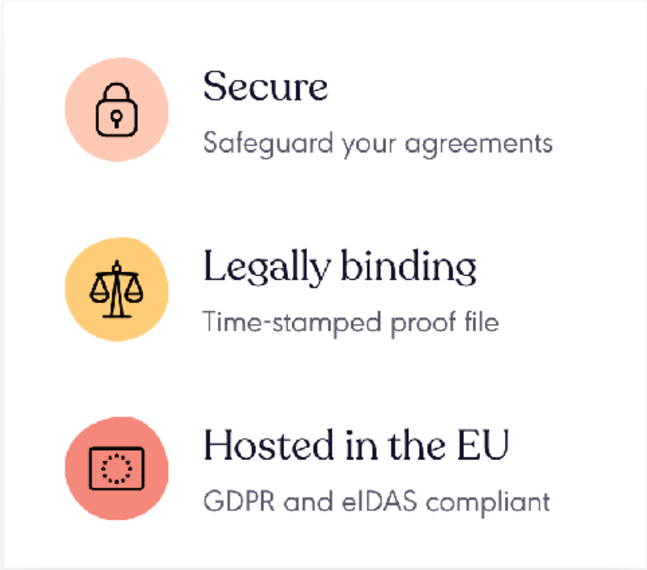
😃

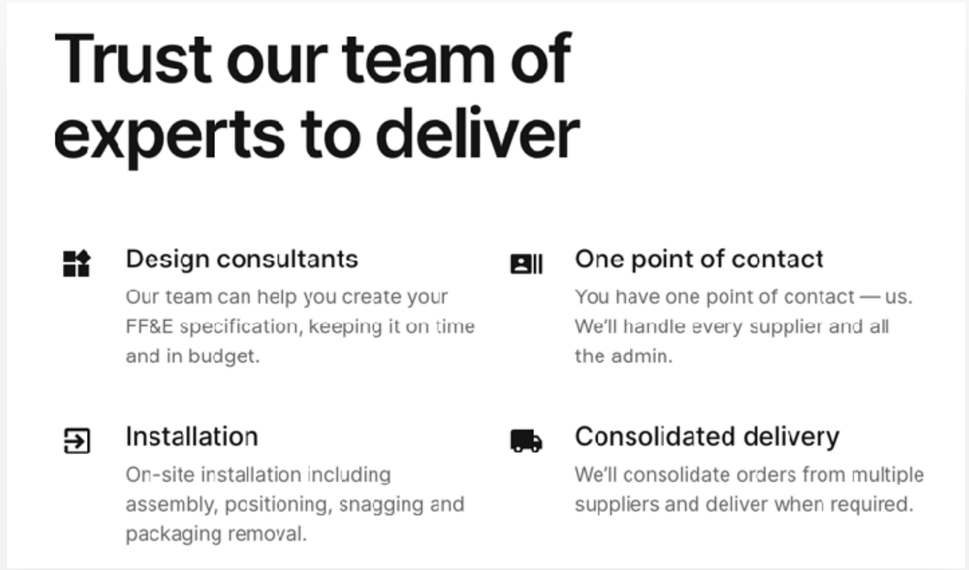
VECTOR-BASED

- 👉 SVG images and icon fonts
- 👉 Scale **indefinitely**!

USE **GOOD ICONS**

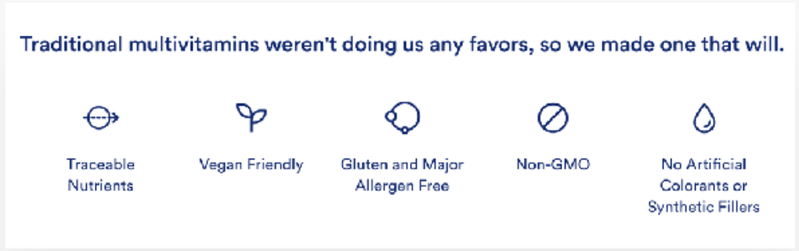
1. Use a **good icon pack**, there are tons of **free** and paid icons packs
2. Use only one icon pack. **Don’t mix** icons from different icon packs
3. Use **SVG icons** or **icon fonts**. Don’t use bitmap image formats (.jpg and .png)!
4. Adjust to website personality! **Roundness**, **weight** and **filled/outlined** depend on typography

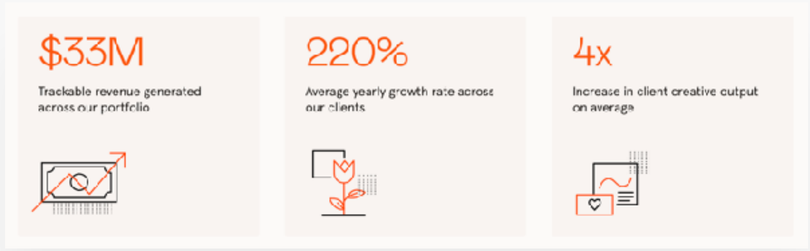


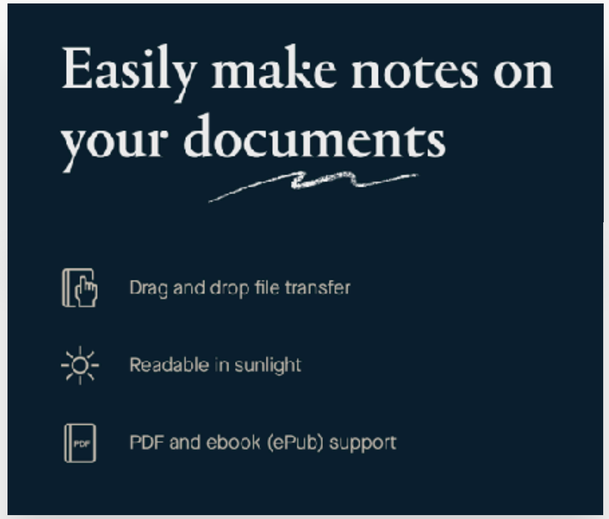


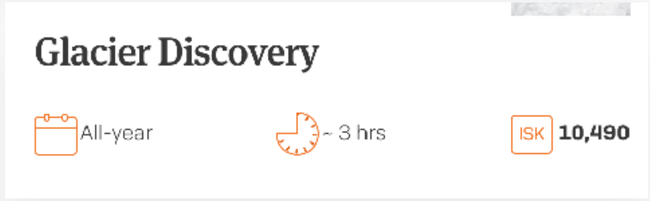
WHEN TO USE ICONS

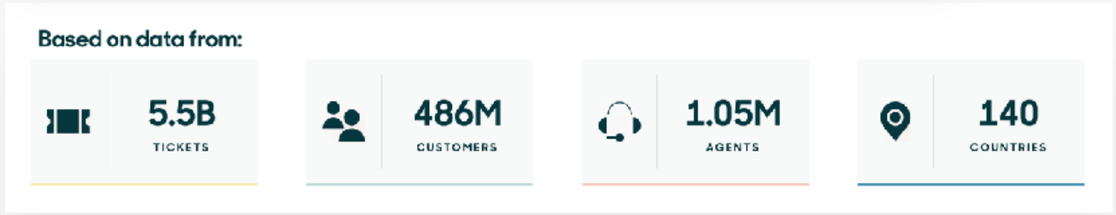
5 Use icons to **provide visual assistance** to text







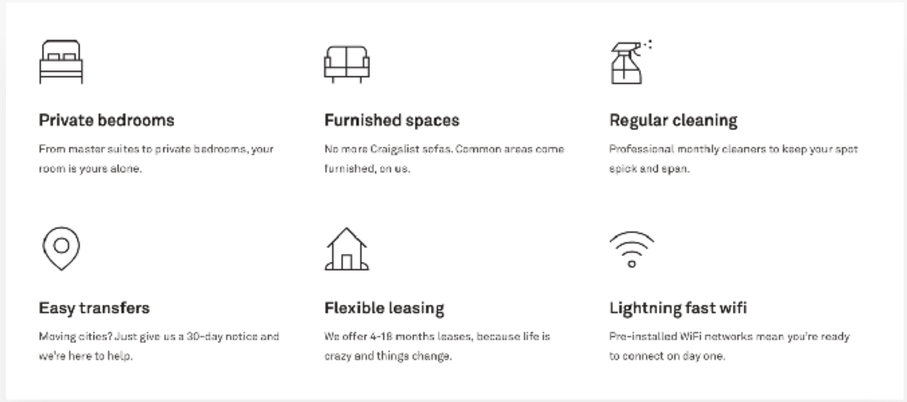


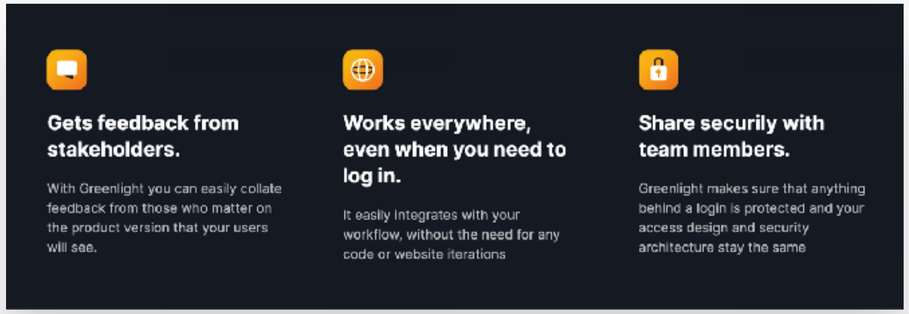


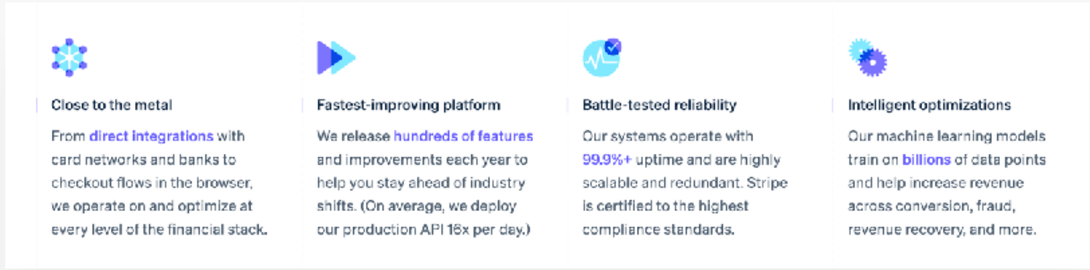
WHEN TO USE ICONS

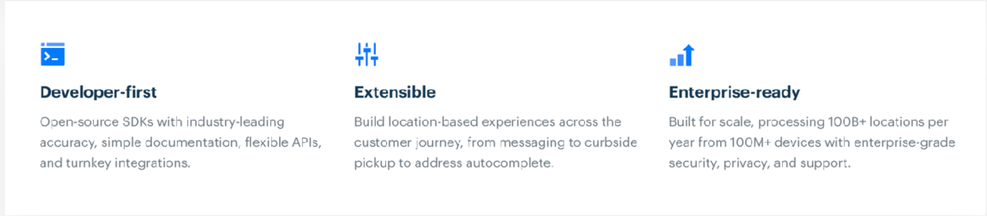
5 Use icons to **provide visual assistance** to text

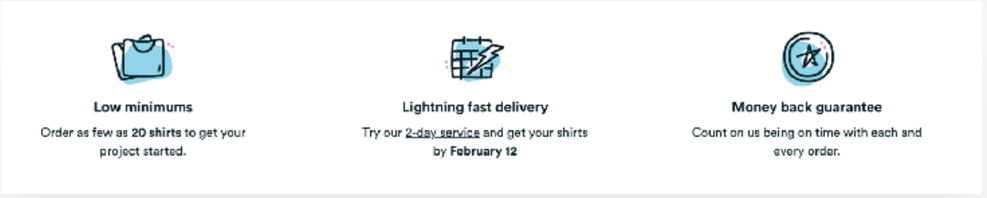
6 Use icons for **product feature blocks**









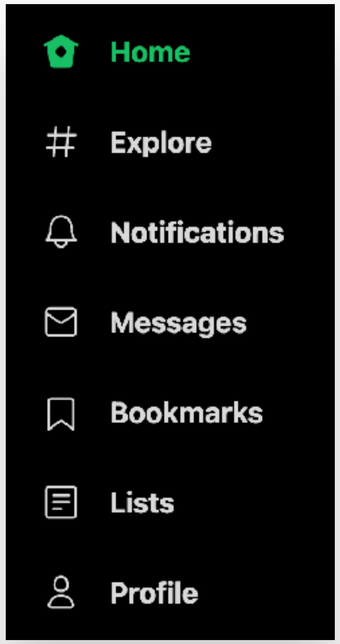


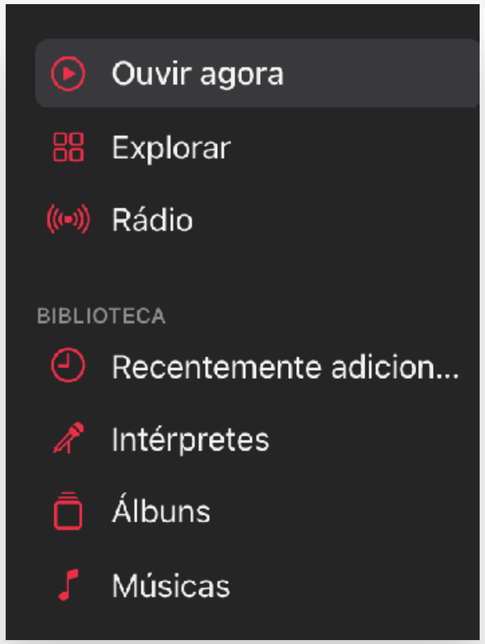
WHEN TO USE ICONS

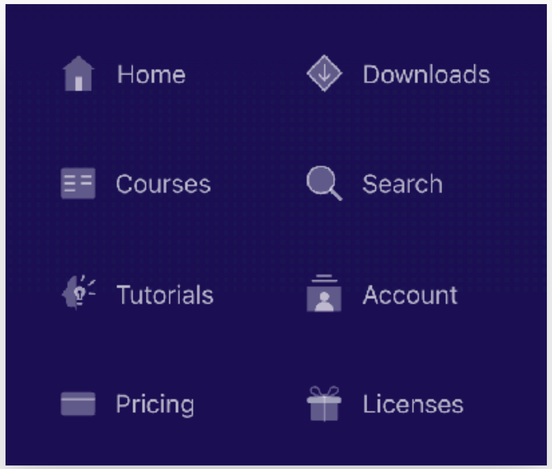
5 Use icons to **provide visual assistance** to text

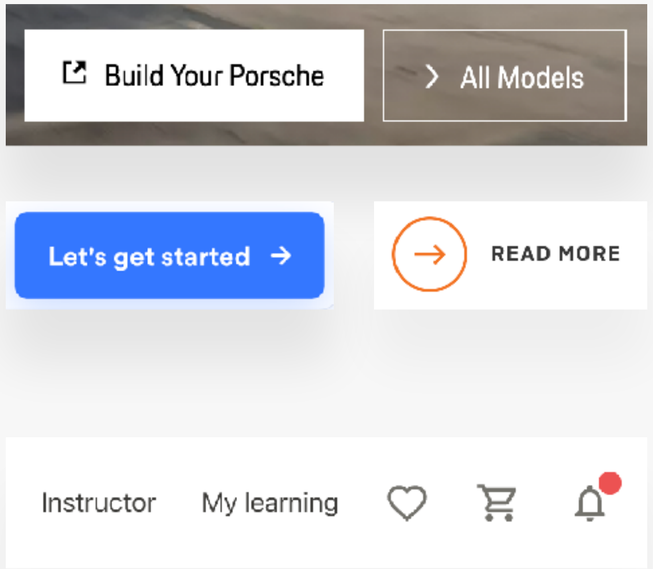
6 Use icons for **product feature blocks**

7 Use icons **associated with actions**, and **label them** (unless no space or icon is 100% clear)









Some elements are text, others are unlabeled icons...

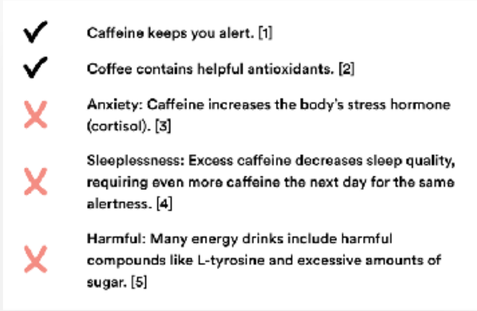
WHEN TO USE ICONS

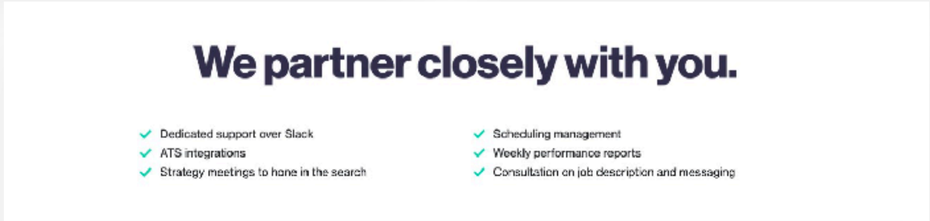
5 Use icons to **provide visual assistance** to text

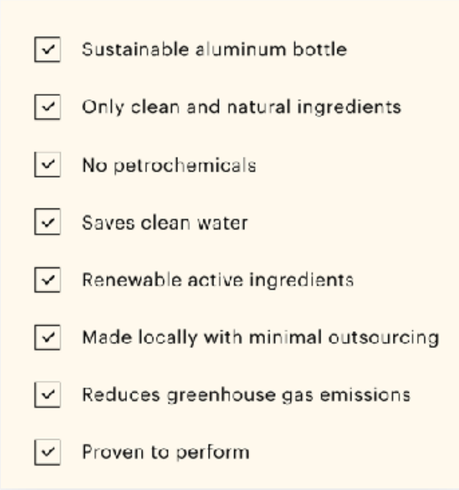
6 Use icons for **product feature blocks**

7 Use icons **associated with actions**, and **label them** (unless no space or icon is 100% clear)

8 Use icons **as bullet points**

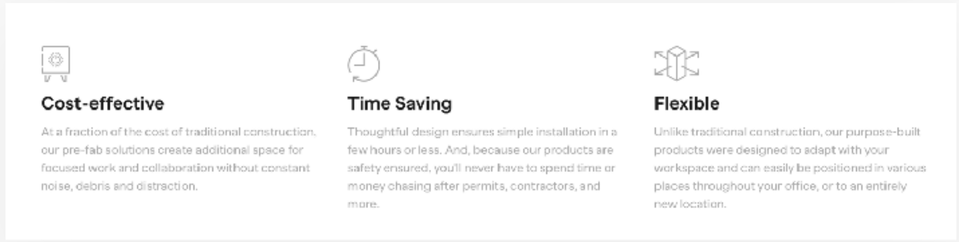


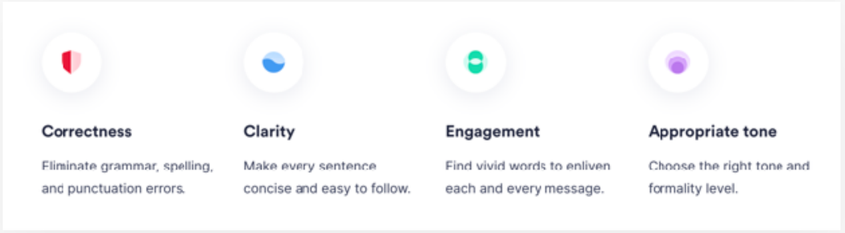


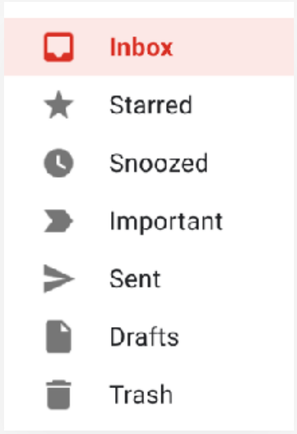


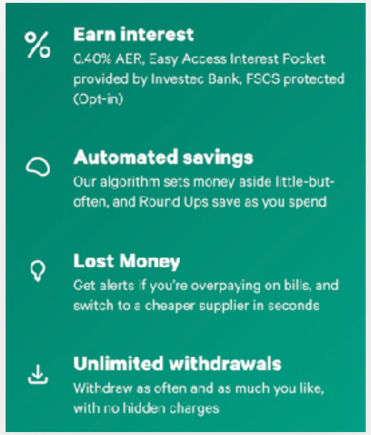
USE ICONS **WELL**

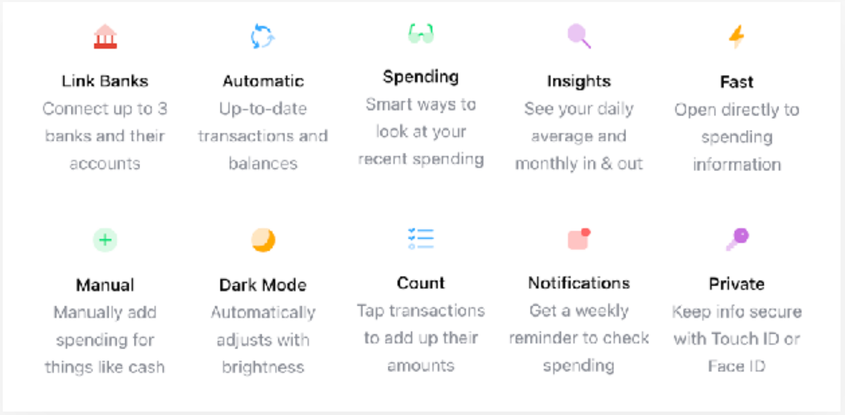
9 To keep icons neutral, **use same color as text**. To draw more attention, **use different color**







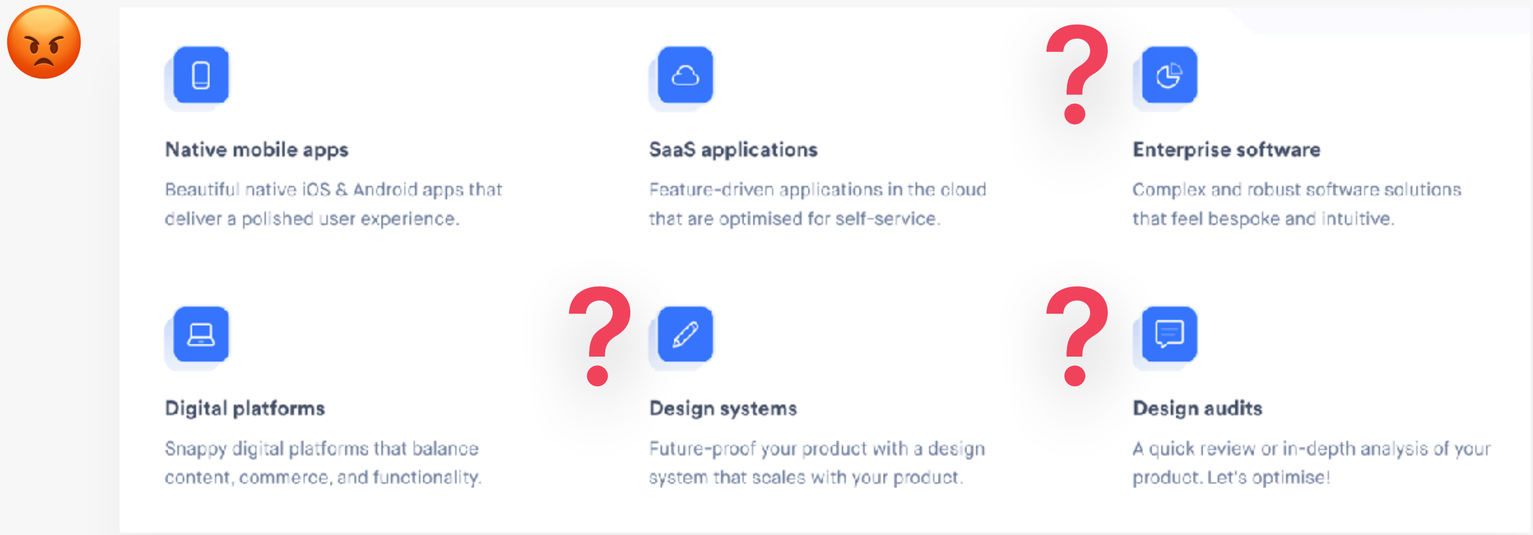




USE ICONS **WELL**

9 To keep icons neutral, **use same color as text**. To draw more attention, **use different color**

10 Don’t confuse your users: icons need to make sense and **fit the text or action**!



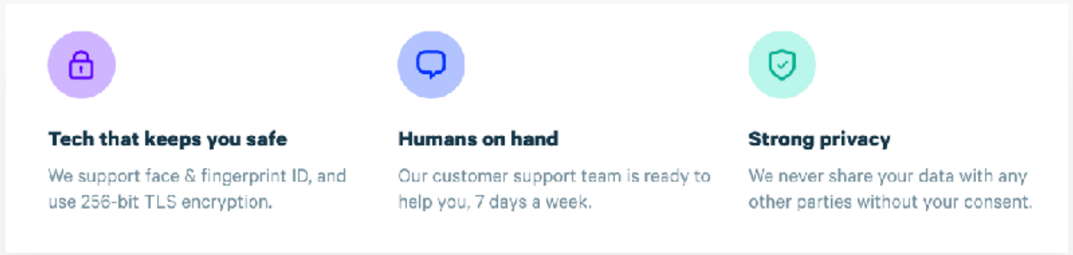
USE ICONS **WELL**

9 To keep icons neutral, **use same color as text**. To draw more attention, **use different color**

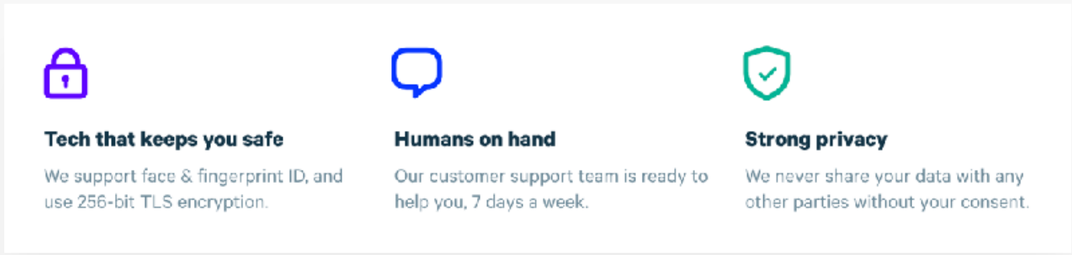
10 Don’t confuse your users: icons need to make sense and **fit the text or action**!

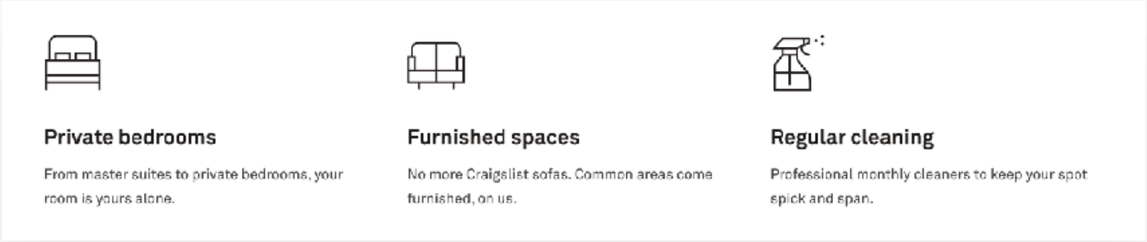
11 Don't make icons larger than what they **were designed for**. If needed, **enclose them in a shape**

😀



😡





😀 Icons were designed for big use: **lots of details, thin lines**

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SECTION

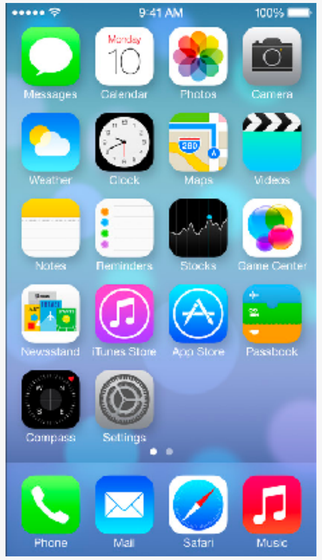
WEB DESIGN RULES AND FRAMEWORK

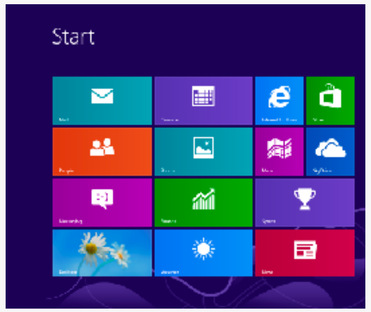
LECTURE

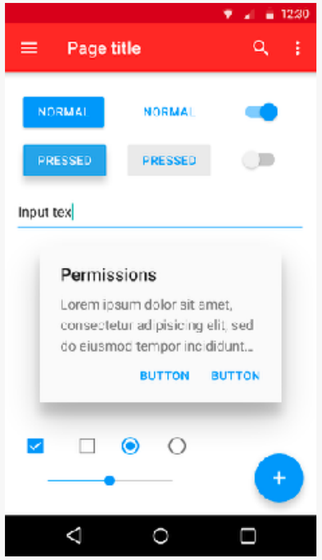
WEB DESIGN RULES #5: SHADOWS

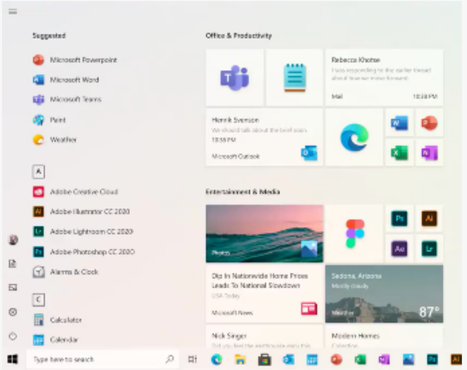
SOME **CONCEPTS** FIRST...

👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")









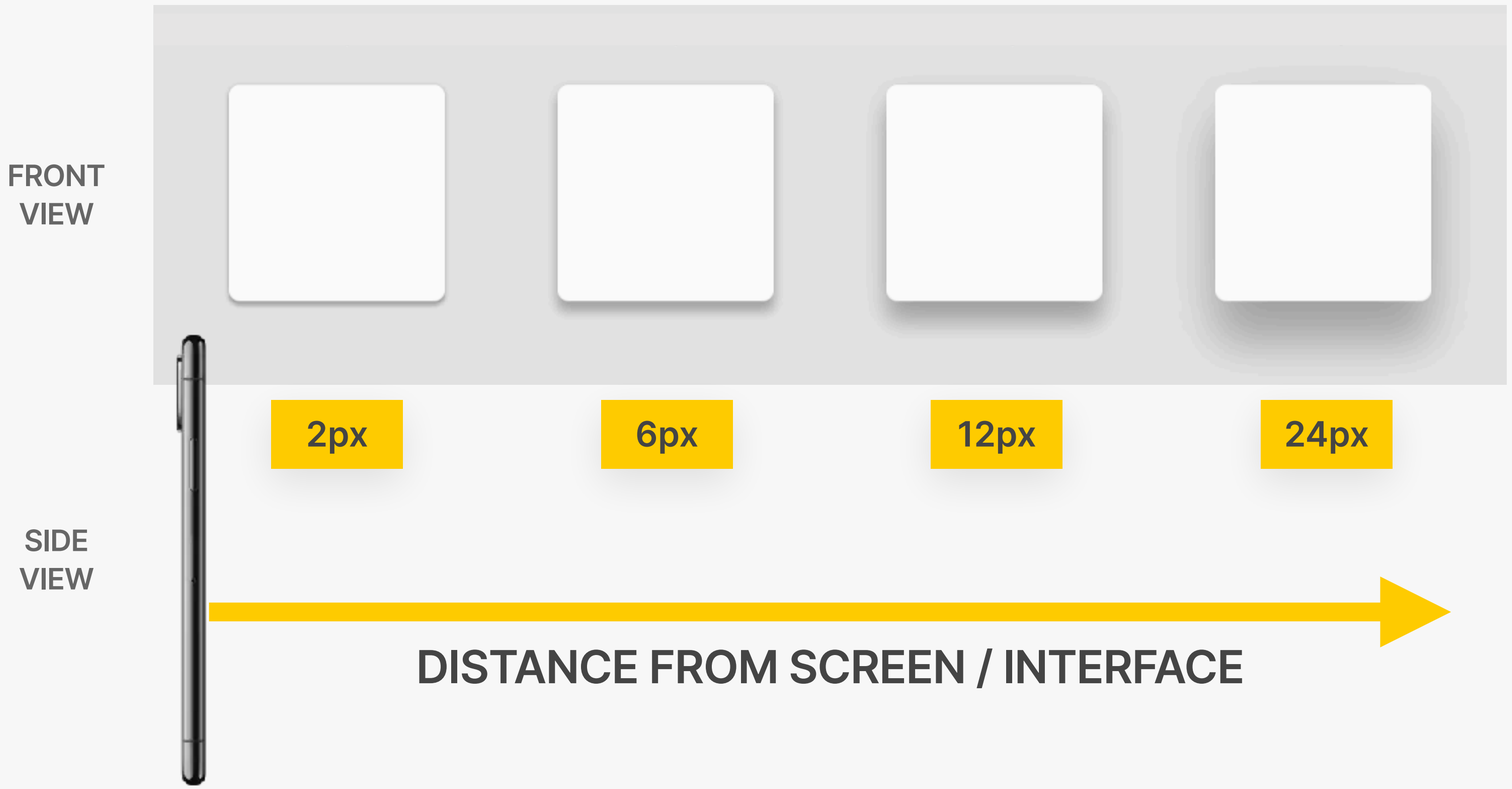
SKEUOMORPHIC DESIGN → FLAT DESIGN (MINIMAL) → FLAT DESIGN 2.0

Still minimal, but brings back **shadows and depth** for better usability

SOME **CONCEPTS** FIRST...

👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")

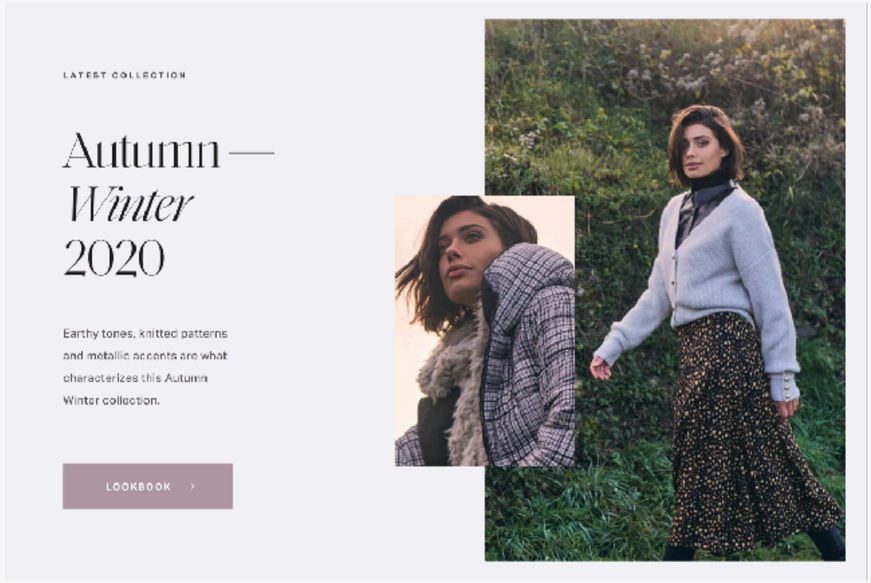
👉 **Shadow creates depth (3D)**: the more shadow, the **further away from the interface** the element is

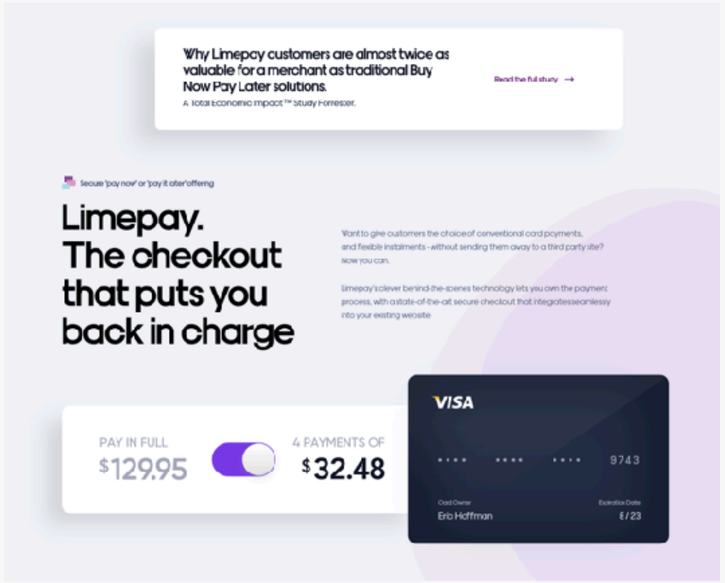


👉 Shadow can be used on **boxes** and **text**

USE SHADOWS **WELL**

1 You **don’t have to use** shadows! Only use them if it makes sense for the **website personality**





Less shadows

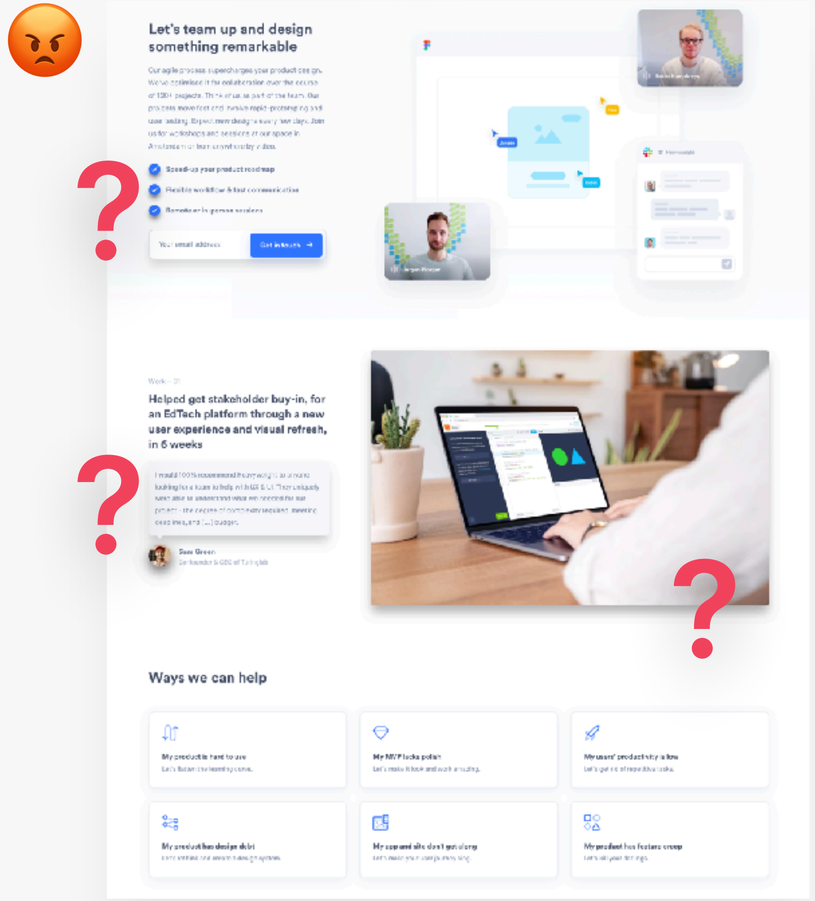
More shadows

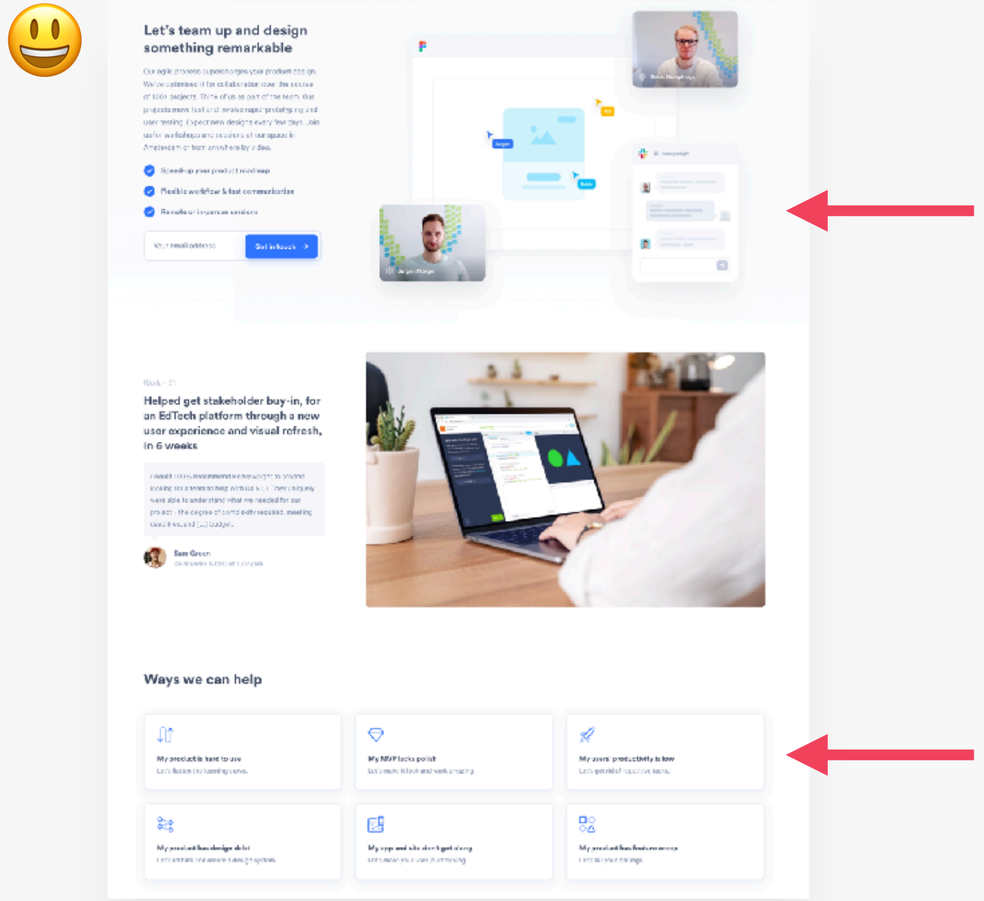
SERIOUS / ELEGANT

PLAYFUL / FUN

USE SHADOWS **WELL**

1. You **don’t have to use** shadows! Only use them if it makes sense for the **website personality**
2. Use shadows **in small doses**: don’t add shadows to every element!

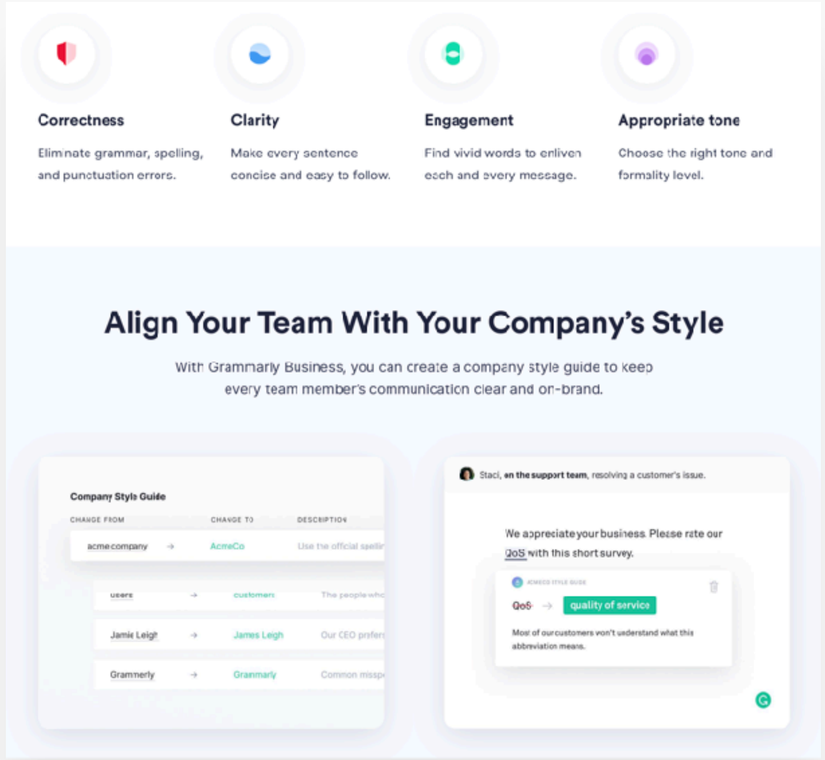




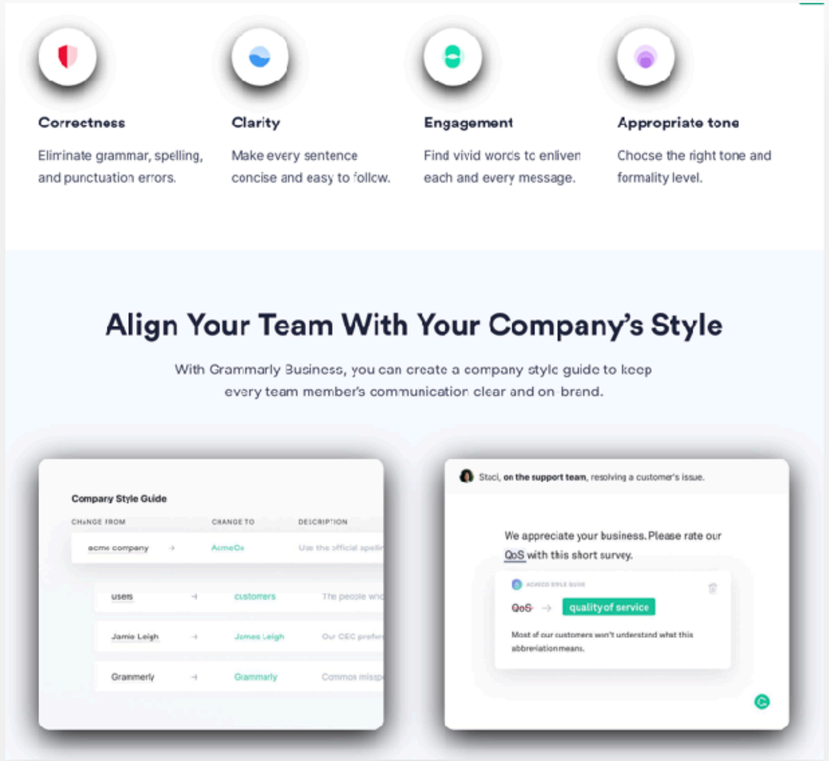
USE SHADOWS **WELL**

1. You **don’t have to use** shadows! Only use them if it makes sense for the **website personality**
2. Use shadows **in small doses**: don’t add shadows to every element!
3. Go light on shadows, don’t make them **too dark**!

😃



😡



USE SHADOWS IN THE **RIGHT SITUATION**

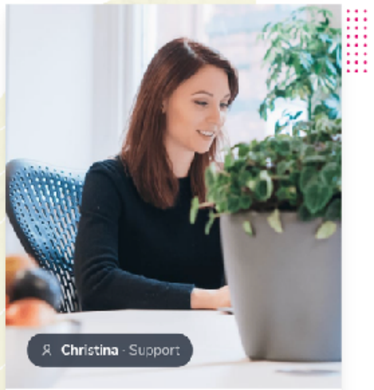
4 Use **small shadows** for smaller elements that should stand out (to draw attention)

Predictive Insights

Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series

Natural Language Processing

Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.



"As usual, Capsule go over and beyond to help with any query!"

Sian Carter

Director of Operations at Ordoo

Your work email

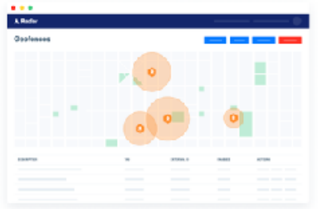
Learn more

Enter your work email address

Get a demo

Launch your ISA

Learn More



Dashboard

Configure geofences and visualize, analyze, and segment your location data

SDK

Open-source iOS, Android, and web SDKs that make adding location to your apps simple

Start for Free

Retail Banks

Make sure every transaction is compliant with our Advanced KYC & KYT Technology

Commercial Banks

Our ultimate AML Compliance Technology will make you compliant with regulations

Everybody has a unique story to tell, and UGV allows you to do that, and it is still professional storytelling at the end of the day!

Scott DeFillipo

AIG

Seenit presents a huge opportunity for us, both for our employees and with the outside world

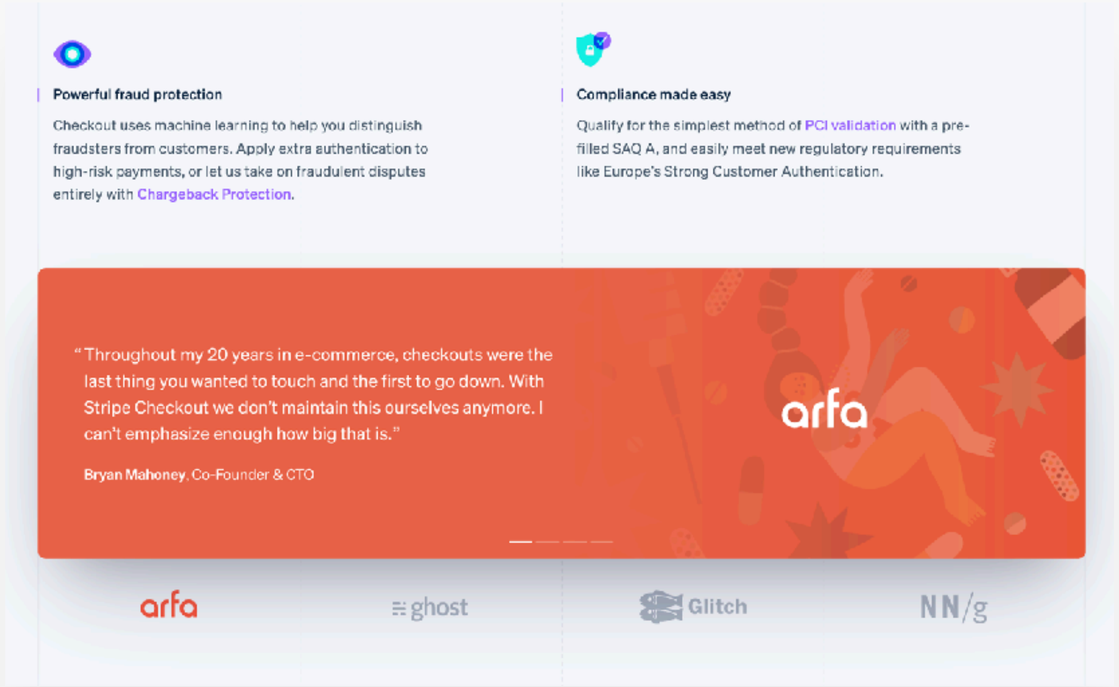
Laura Turkington

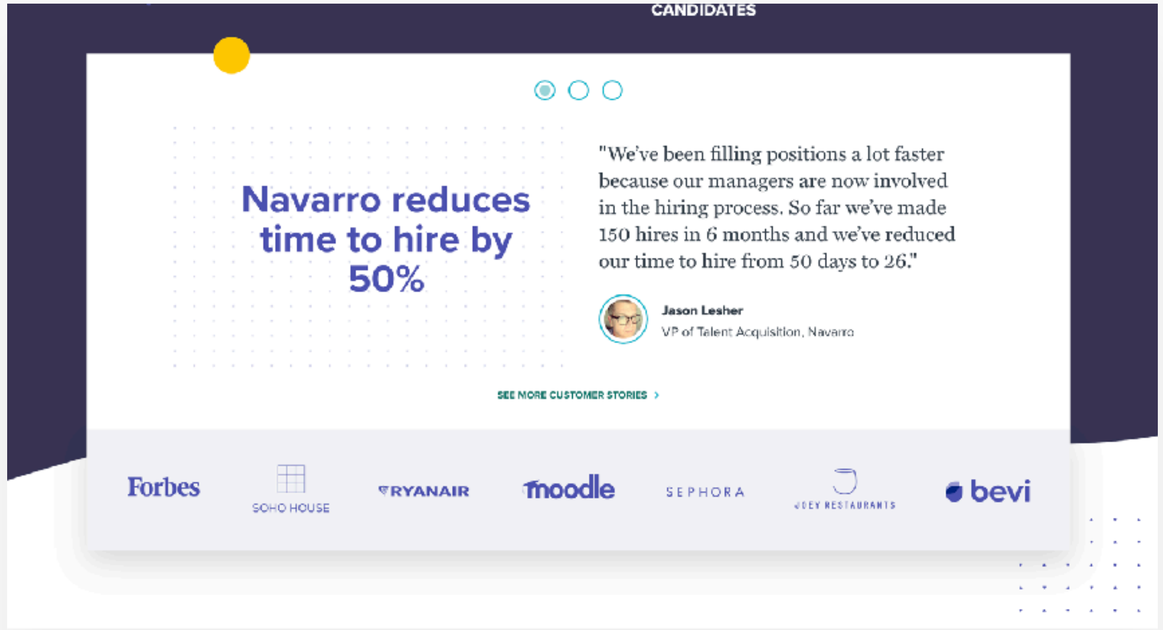
Vodafone

USE SHADOWS IN THE **RIGHT SITUATION**

4 Use **small shadows** for smaller elements that should stand out (to draw attention)

5 Use **medium-sized shadows** for larger areas that should stand out a bit more





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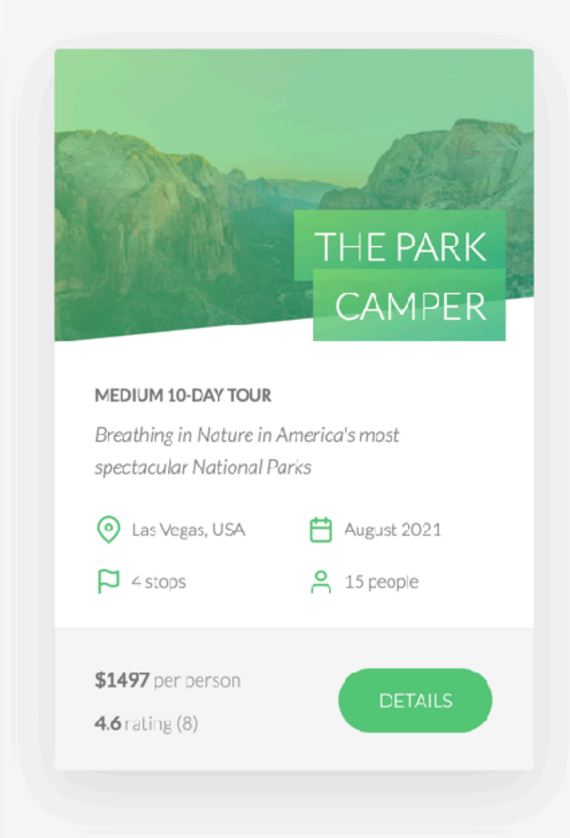
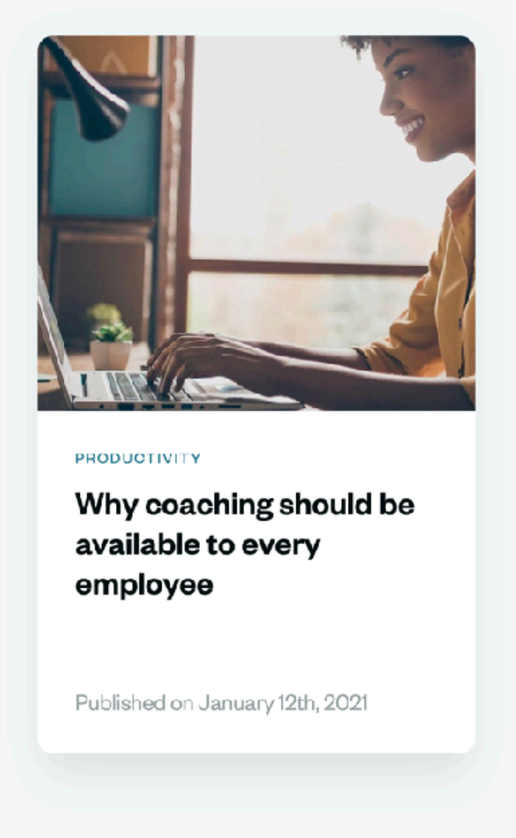
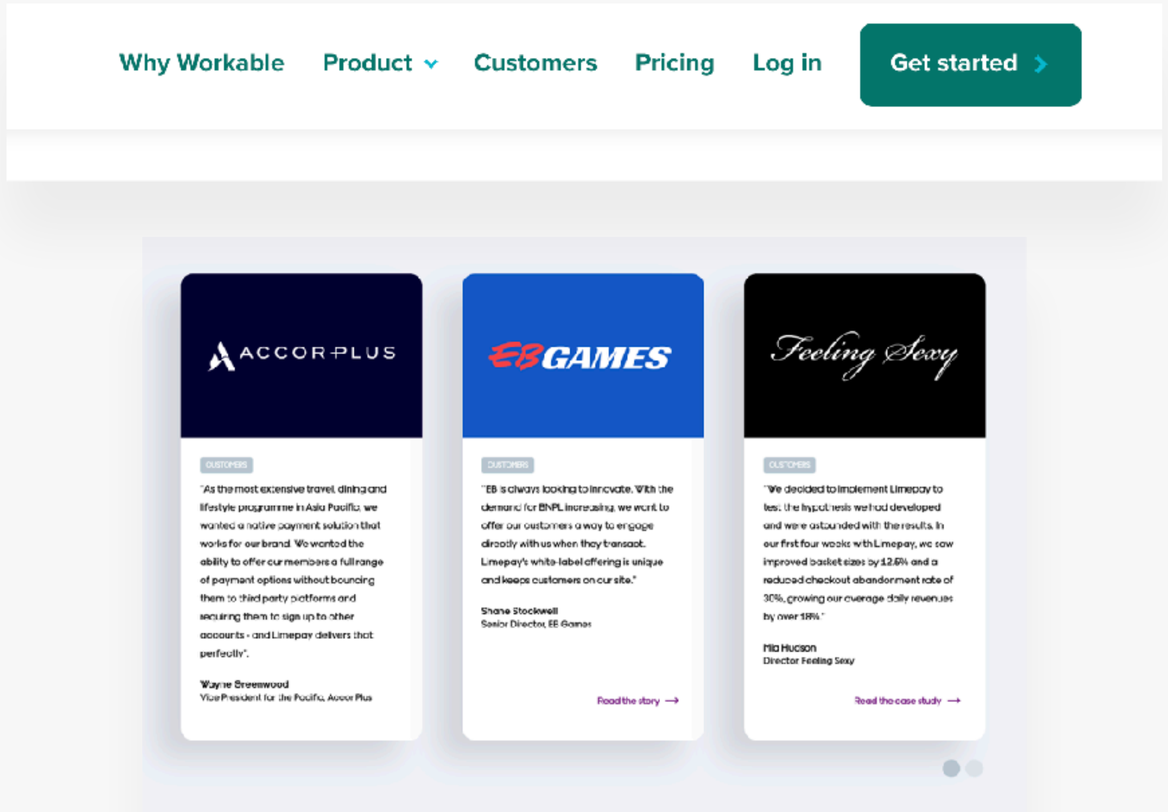
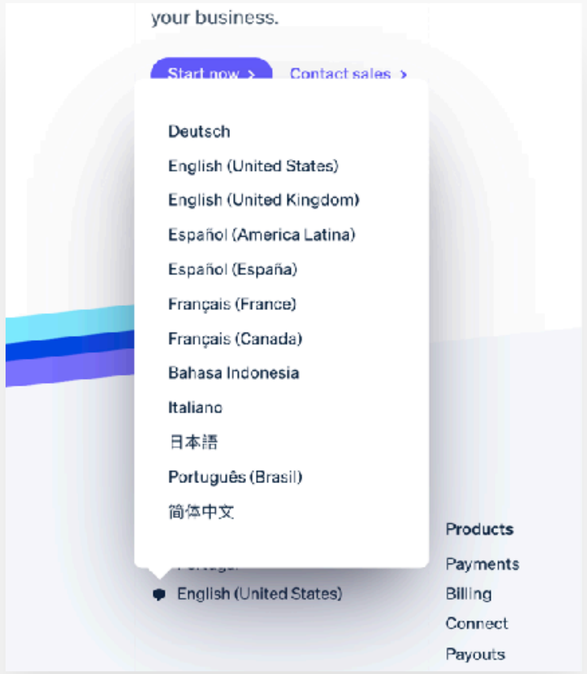


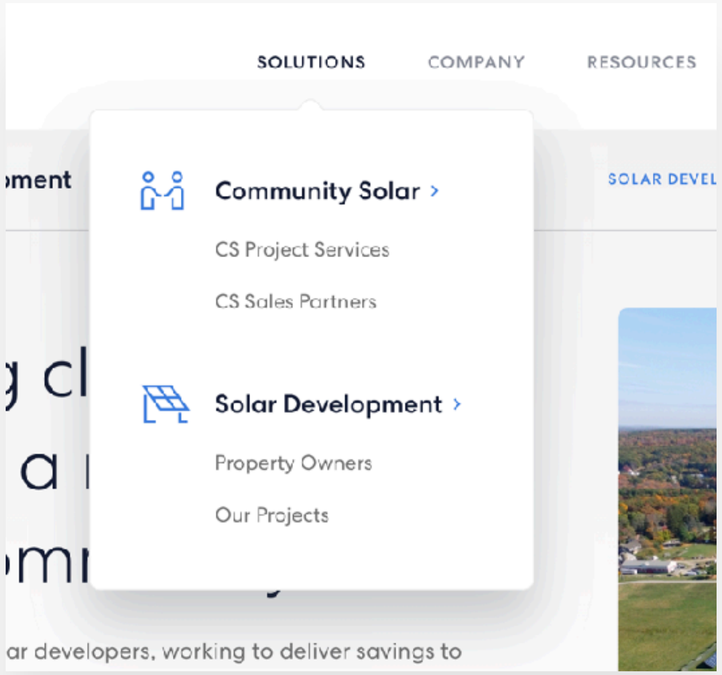


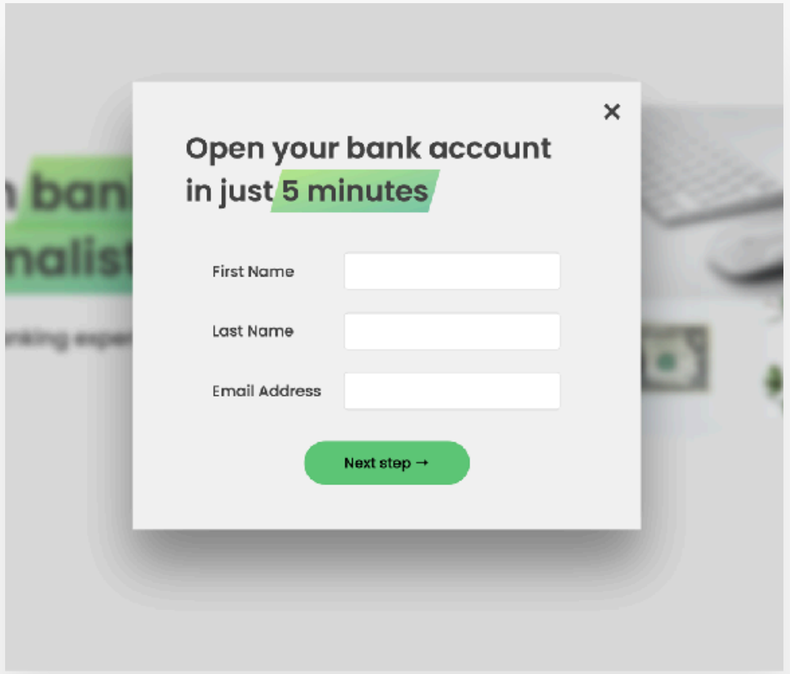


USE SHADOWS IN THE **RIGHT SITUATION**

4. Use **small shadows** for smaller elements that should stand out (to draw attention)
5. Use **medium-sized shadows** for larger areas that should stand out a bit more
6. Use **large shadows** for elements that should really **float above** the interface



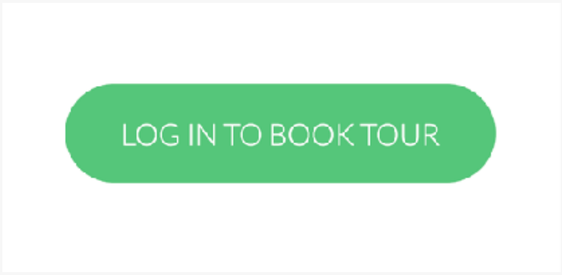




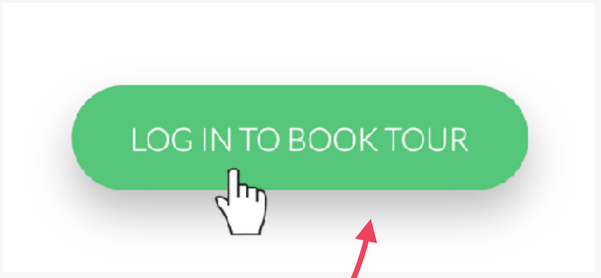
USE SHADOWS IN THE **RIGHT SITUATION**

4. Use **small shadows** for smaller elements that should stand out (to draw attention)
5. Use **medium-sized shadows** for larger areas that should stand out a bit more
6. Use **large shadows** for elements that should really **float above** the interface
7. Experiment with **changing shadows** on mouse interaction (click and hover)

NORMAL

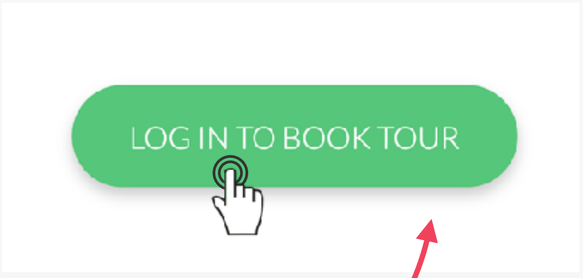


HOVER



Medium-sized shadow “pulls” button **closer to the user**

CLICK



Smaller shadow “pushes” button **back into the interface**

USE SHADOWS IN THE **RIGHT SITUATION**

4. Use **small shadows** for smaller elements that should stand out (to draw attention)
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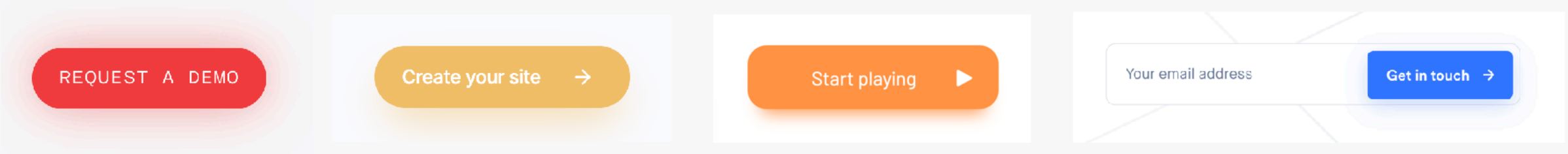
6. Use **large shadows** for elements that should really **float above** the interface
7. Experiment with **changing shadows** on mouse interaction (click and hover)
8. Bonus: Experiment with **glows** (colored shadows)



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SECTION

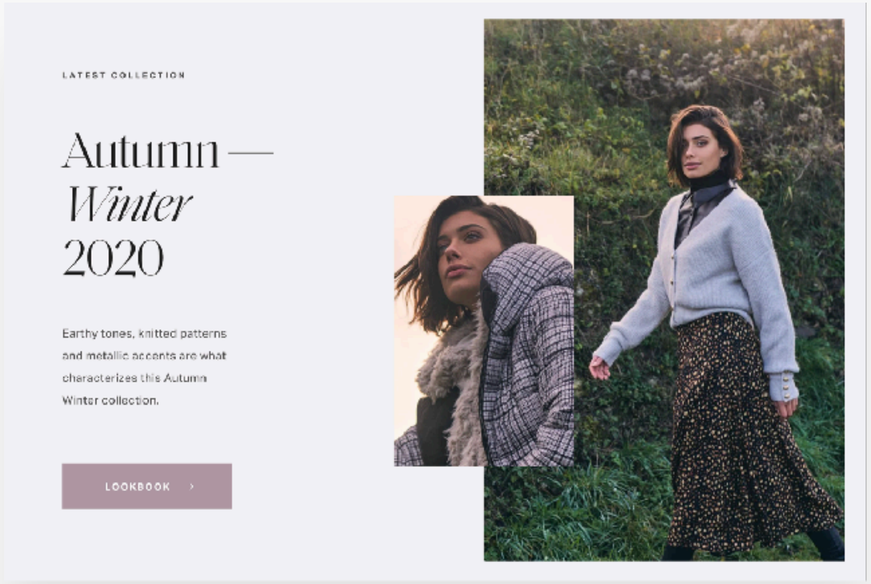
WEB DESIGN RULES AND FRAMEWORK

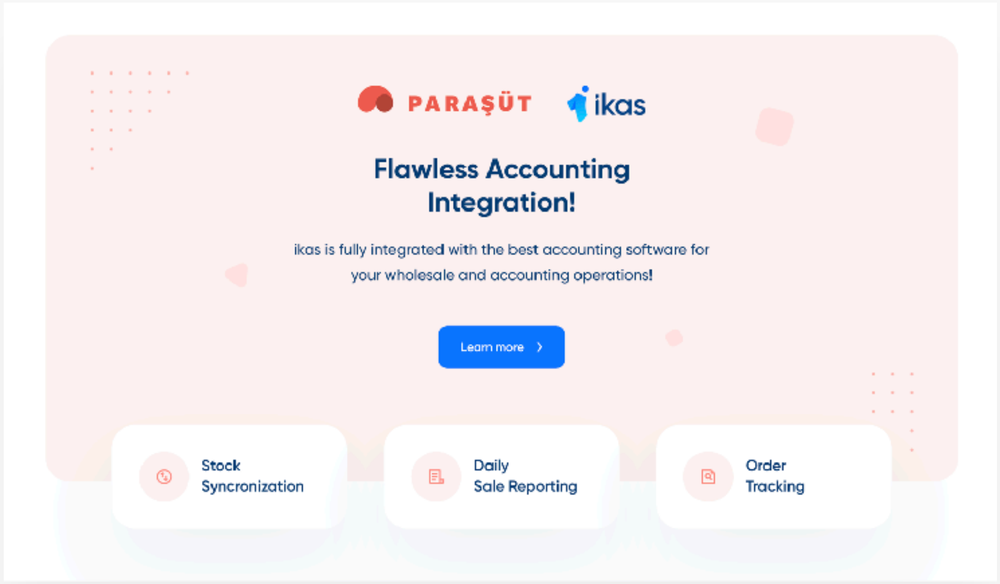
LECTURE

WEB DESIGN RULES #6: BORDER-RADIUS

USE BORDER-RADIUS **WELL**

1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**





Less border-radius

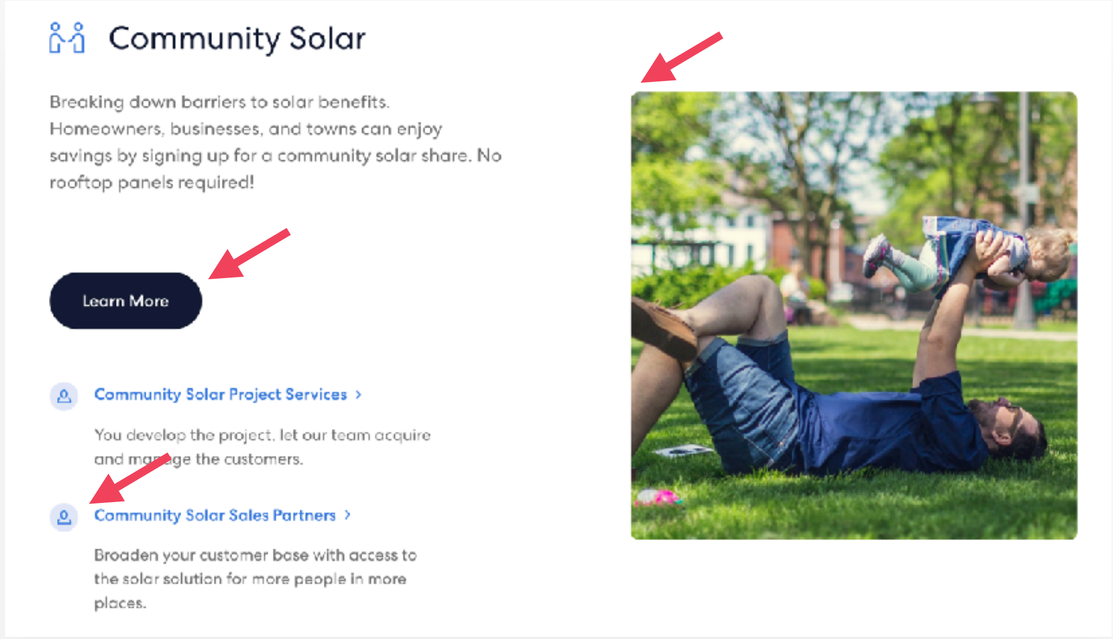
More border-radius

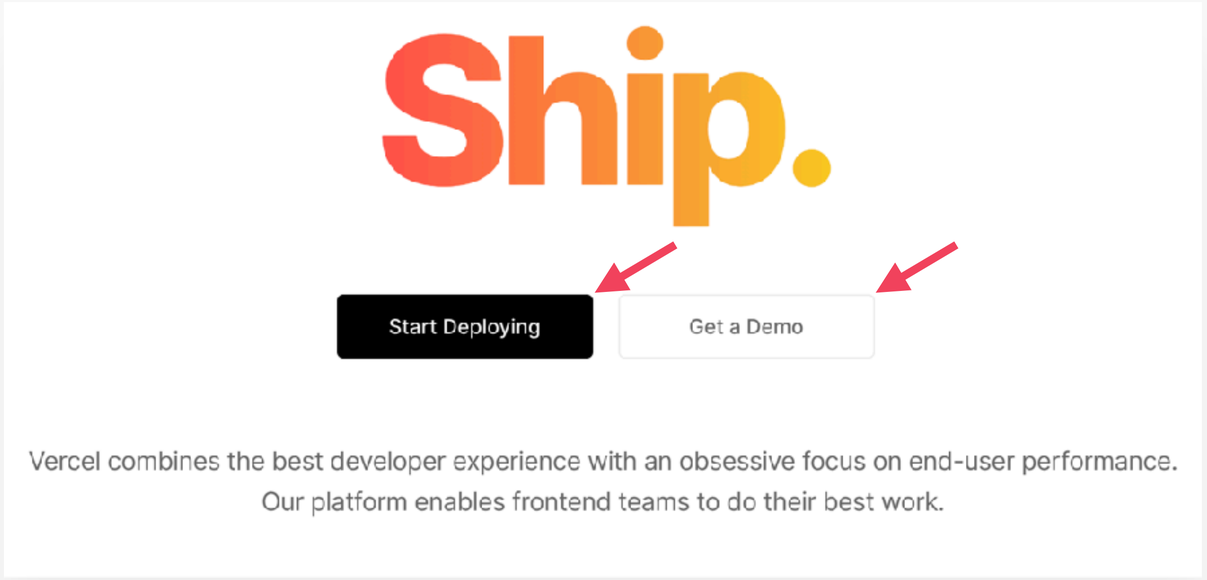
SERIOUS / ELEGANT

PLAYFUL / FUN

USE BORDER-RADIUS **WELL**

1. Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
2. Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**





😀 **Very round typeface**, **lots** of border-radius in button, icons and image

😀 **Boxy/squared typeface**, but designers wanted to add some playfulness, so **little** border-radius

USE BORDER-RADIUS **WELL**

1. Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
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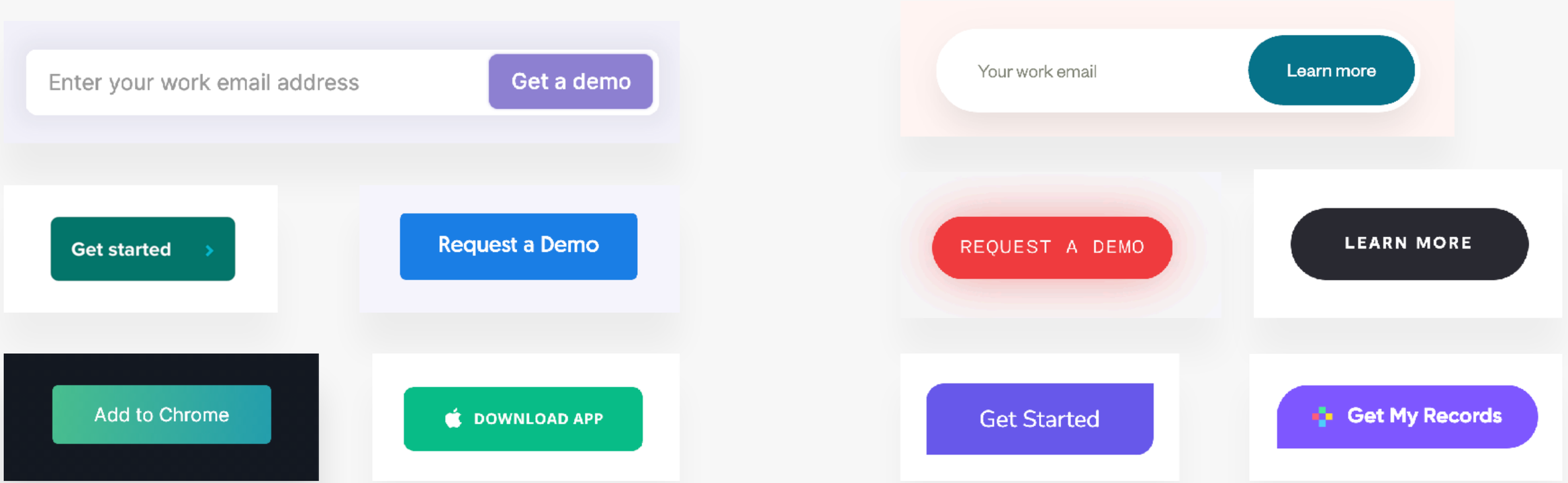
3. Use border-radius on **buttons**, **images**, **around icons**, **standout sections** and **other elements**



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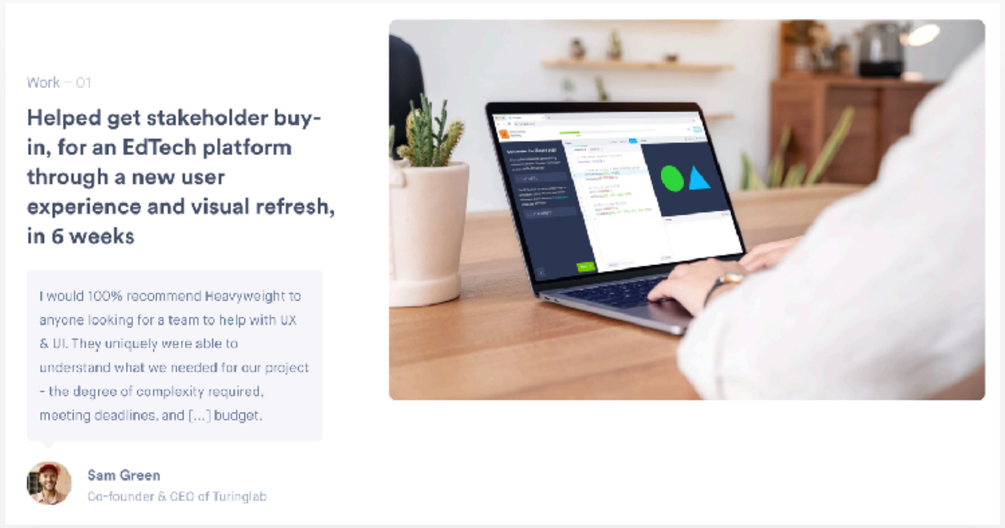

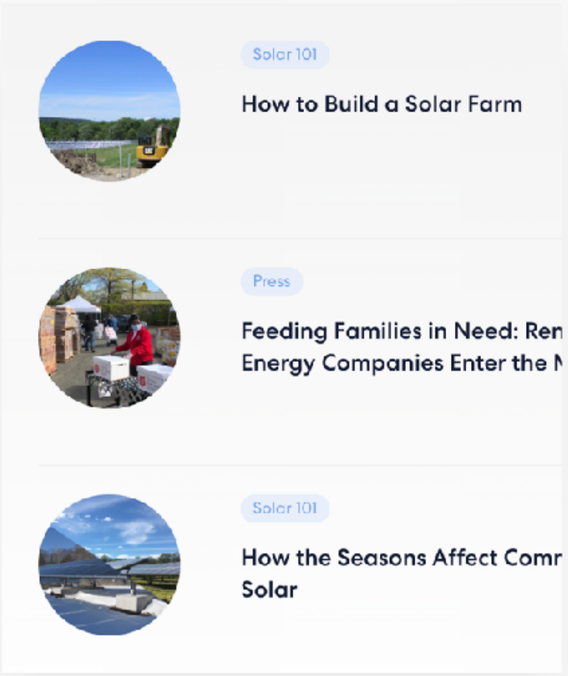

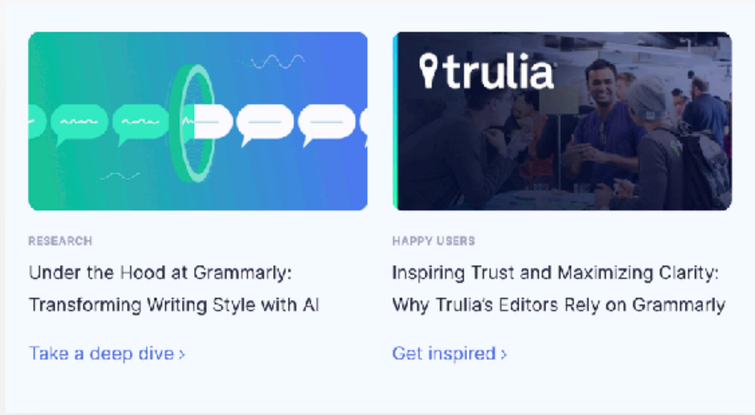

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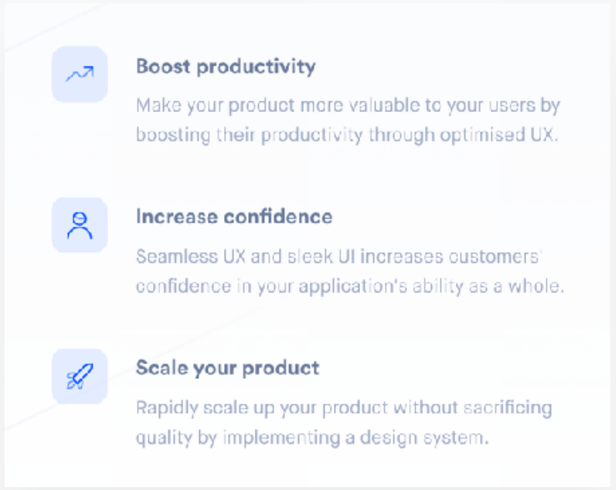

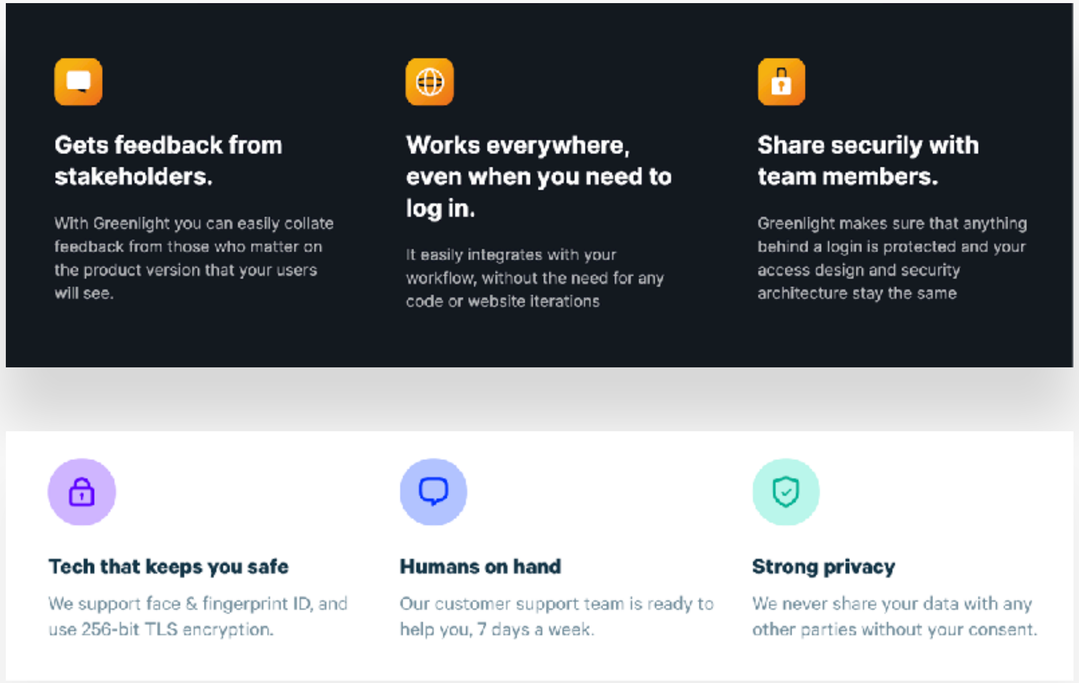

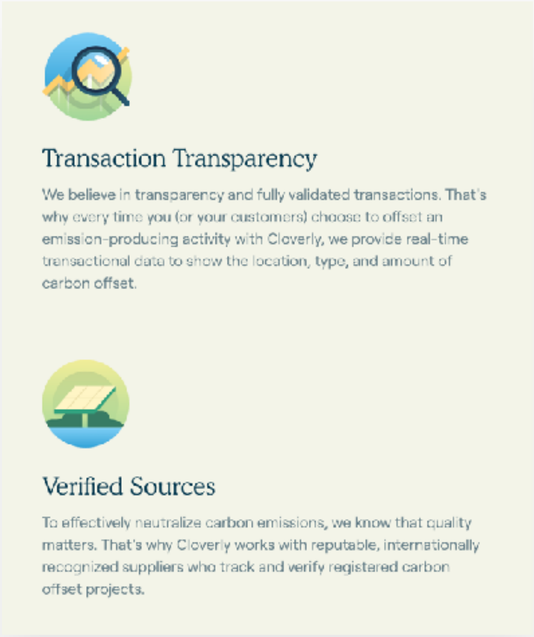

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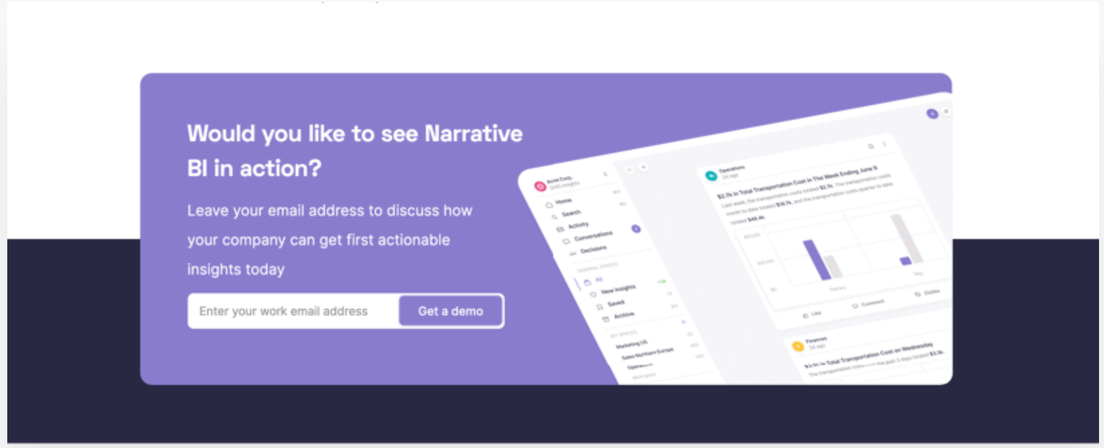

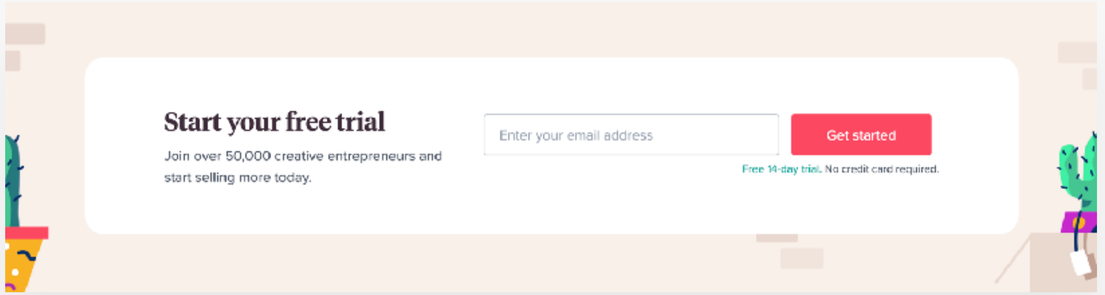

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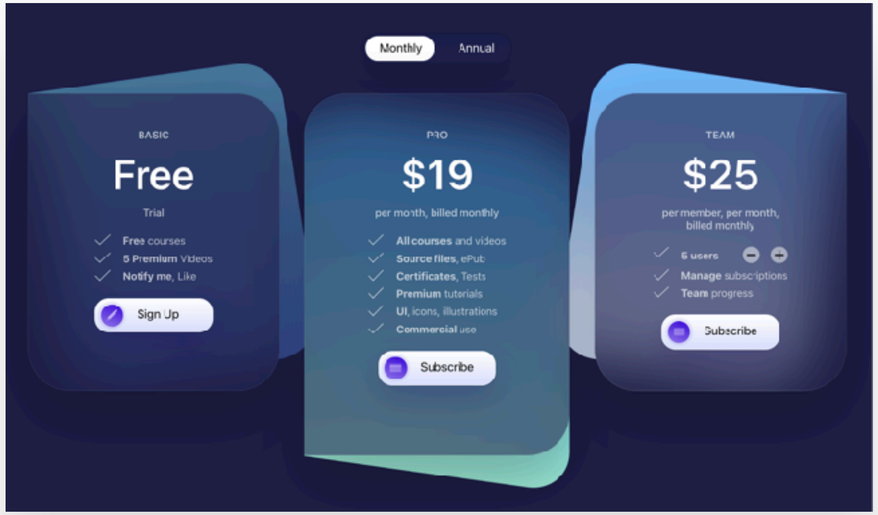

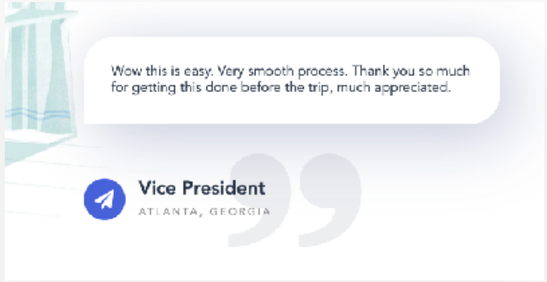

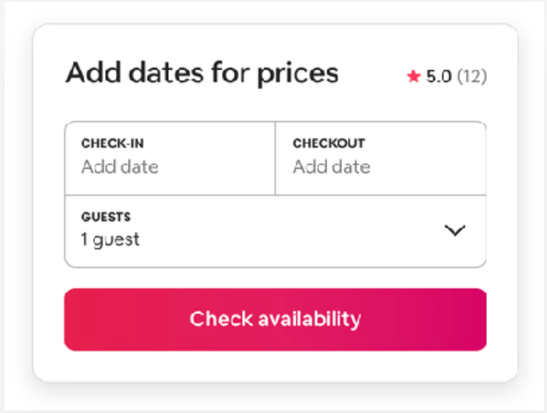

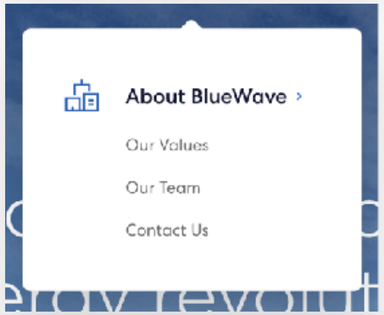

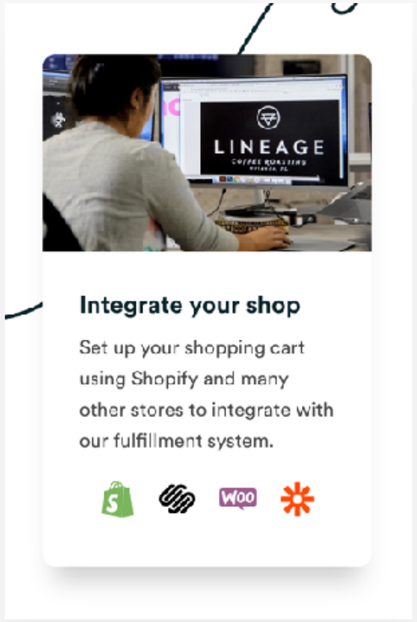

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SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

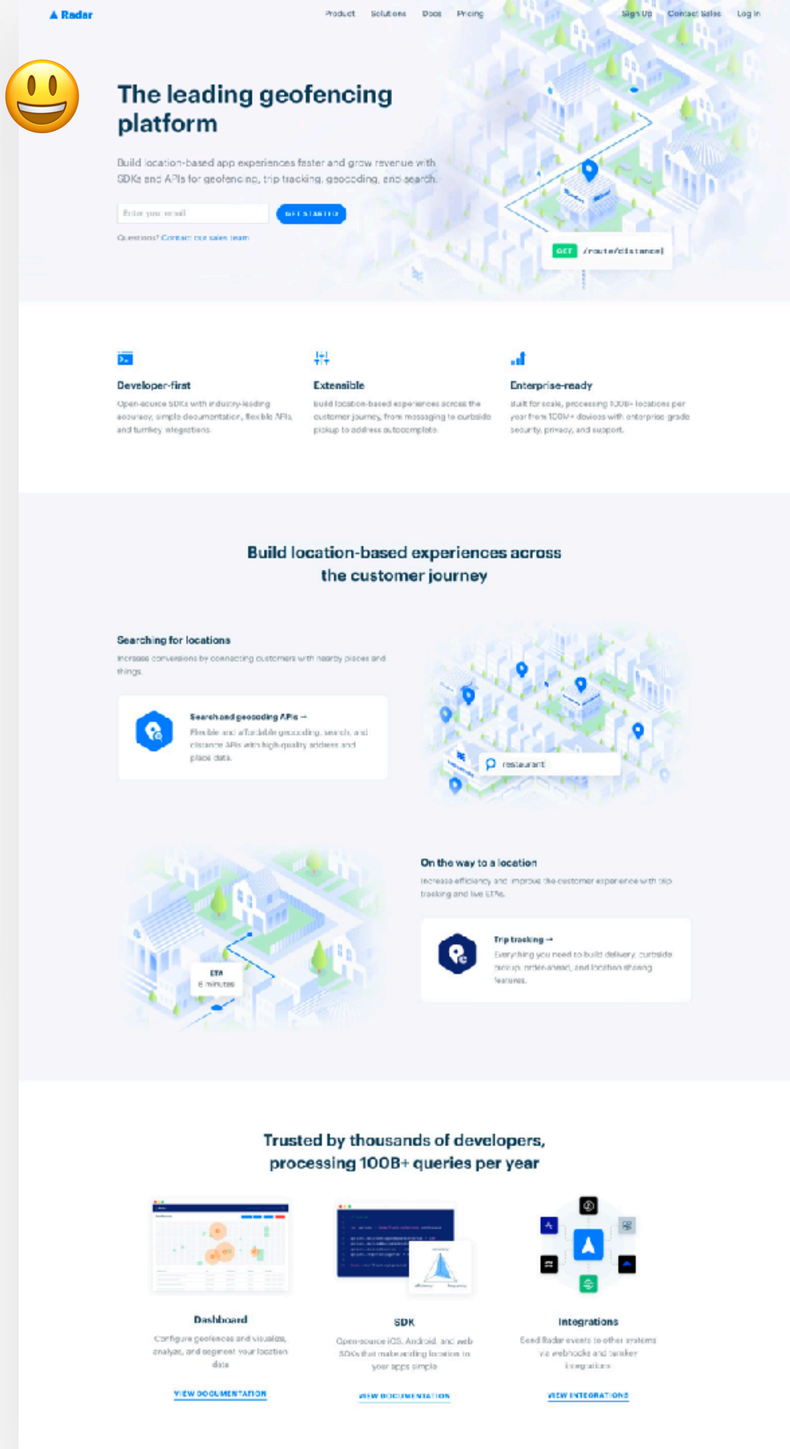
WEB DESIGN RULES #7: WHITESPACE

WHY WHITESPACE

- 👉 The right amount of whitespace makes designs look **clean**, **modern** and **polished**
- 👉 Whitespace communicates how different pieces of information are **related to one another**
- 👉 Whitespace implies **invisible relationships between the elements** of a layout

😡

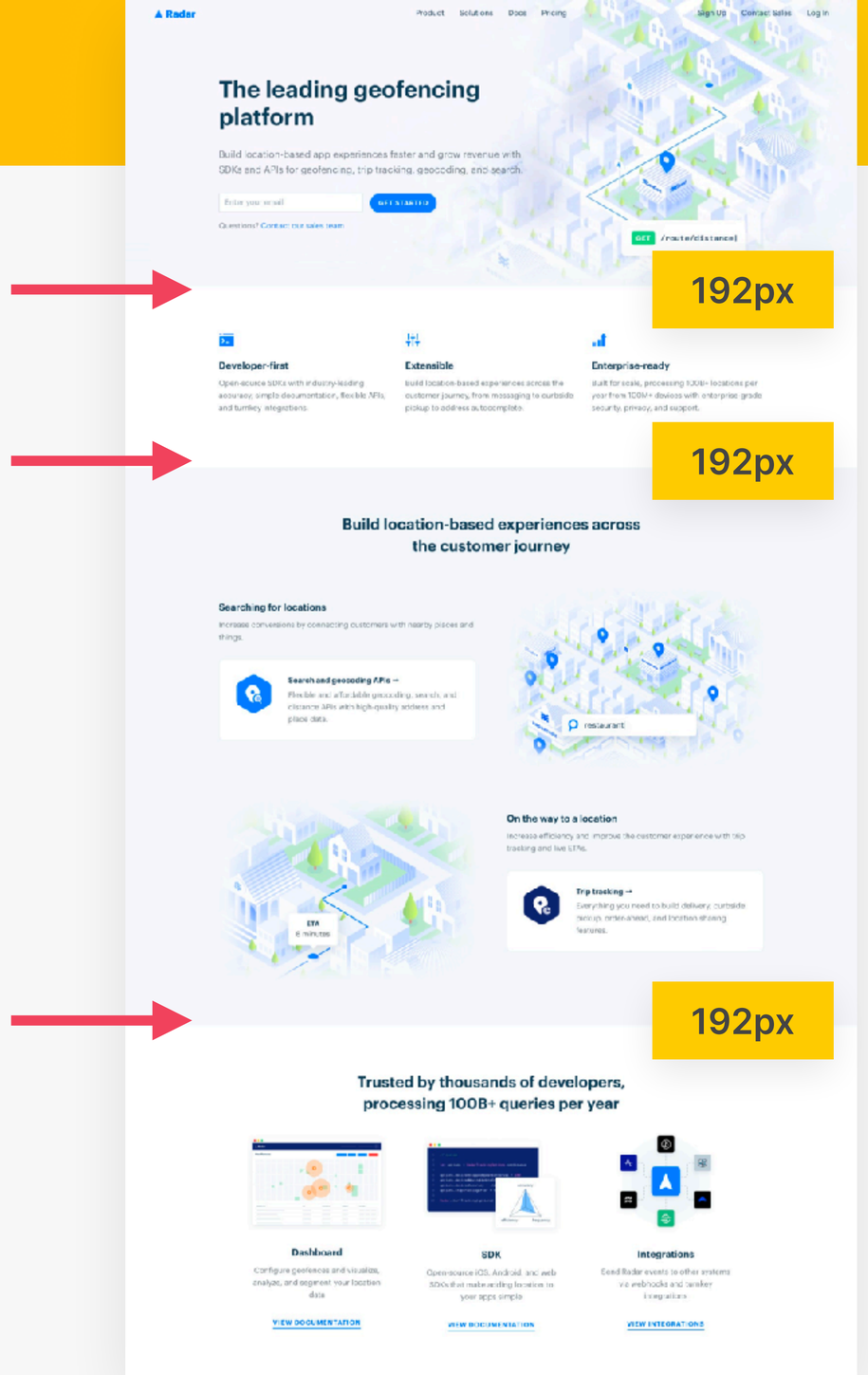
😀



Looks a lot more **polished**, like the design has **space to breathe**

WHERE TO USE WHITESPACE

1 Use tons of whitespace **between sections**



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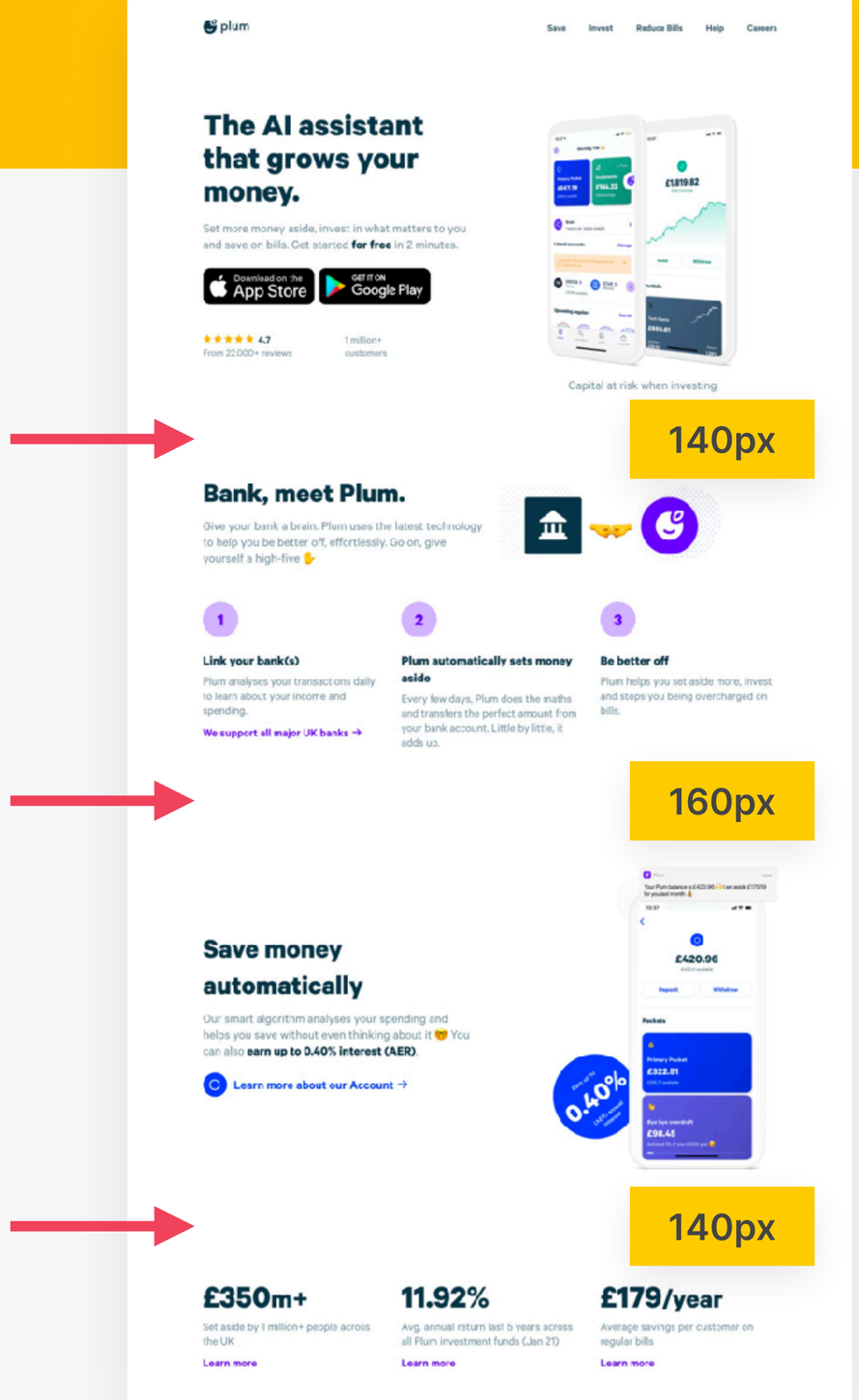
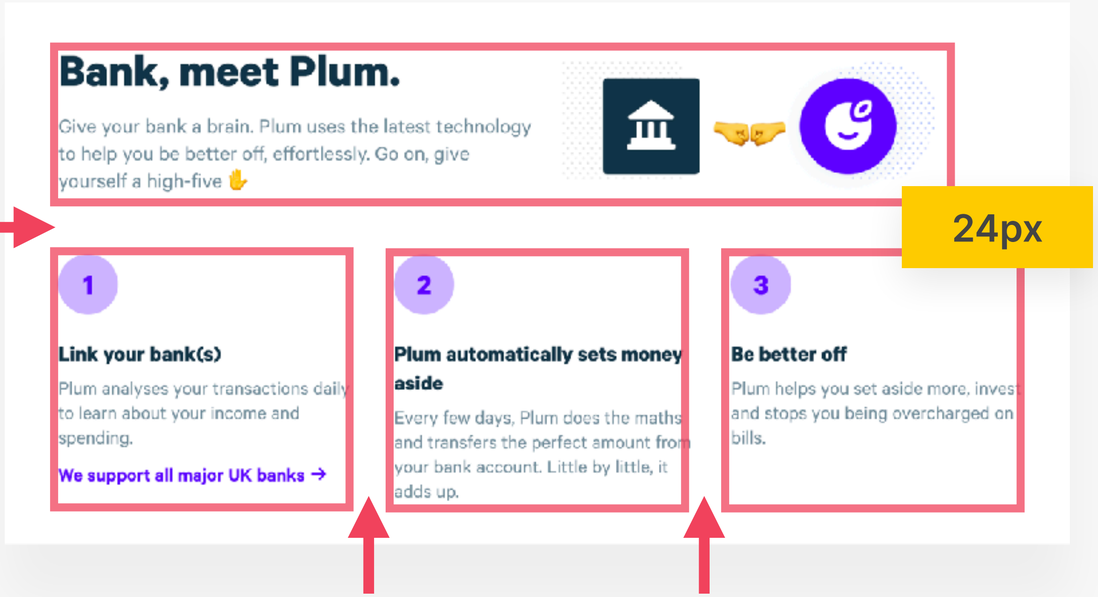
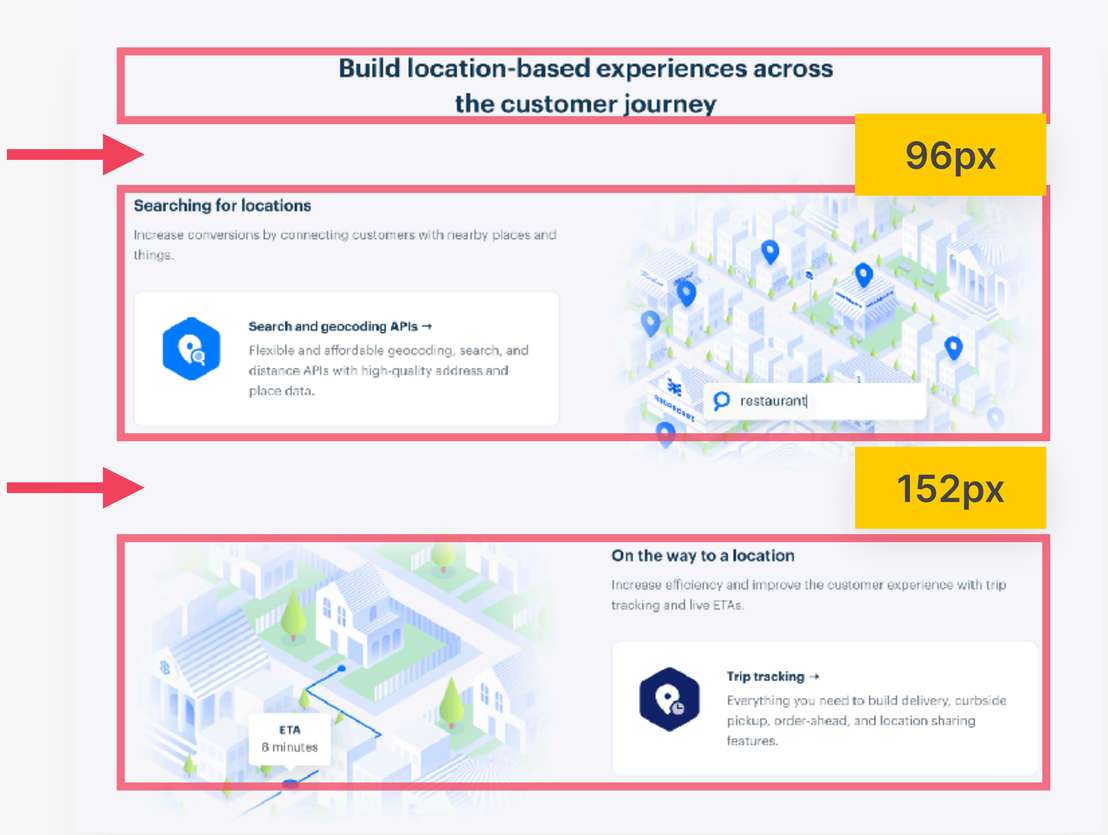


WHERE TO USE WHITESPACE

1. Use tons of whitespace **between sections**

2. Use a lot of whitespace **between groups of elements**





WHERE TO USE WHITESPACE

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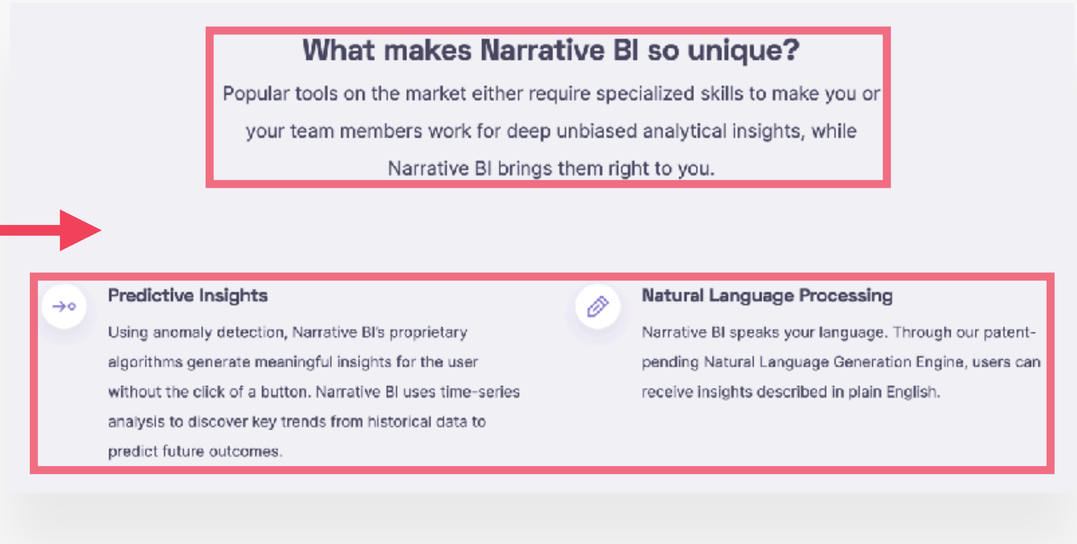

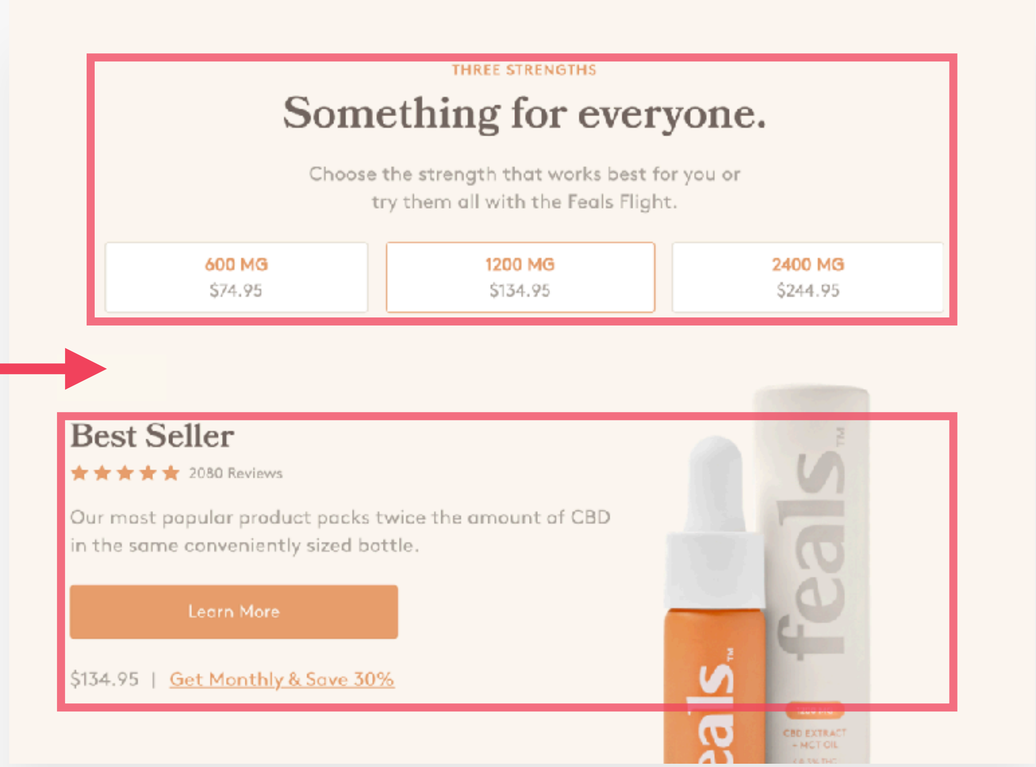

WHERE TO USE WHITESPACE

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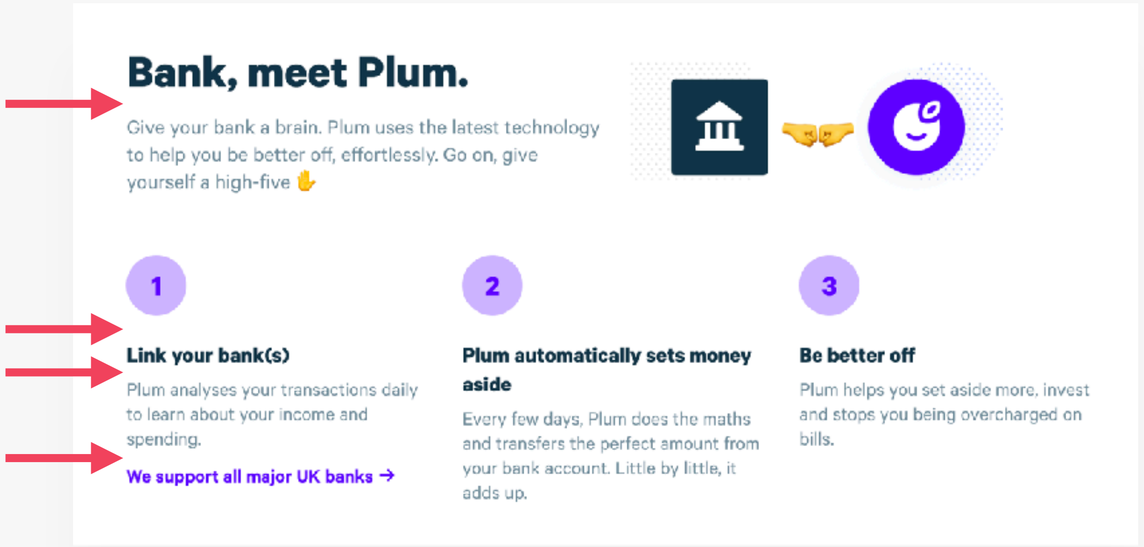
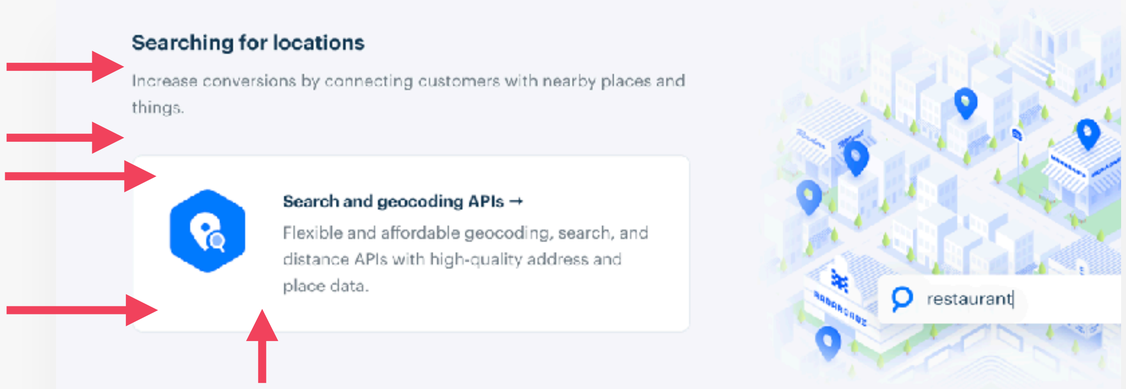
2. Use a lot of whitespace **between groups of elements**

3. Use whitespace **between elements**





WHERE TO USE WHITESPACE

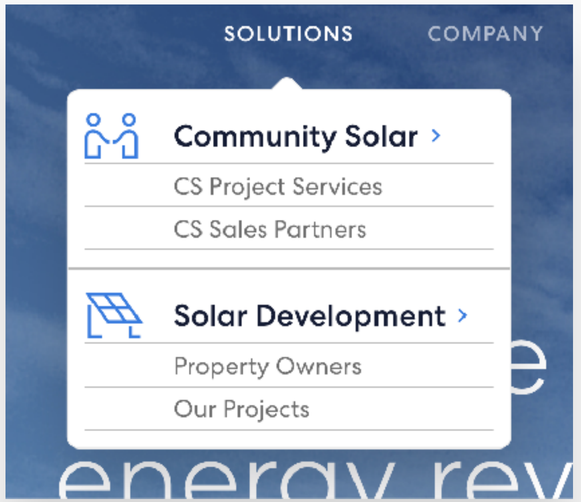
1. Use tons of whitespace **between sections**

2. Use a lot of whitespace **between groups of elements**

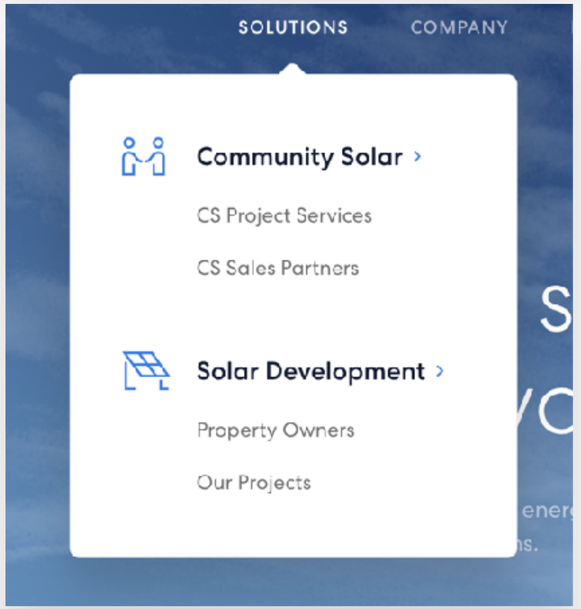
3. Use whitespace **between elements**

4. Inside **groups of elements**, try to use whitespace **instead of lines**

😡



😃

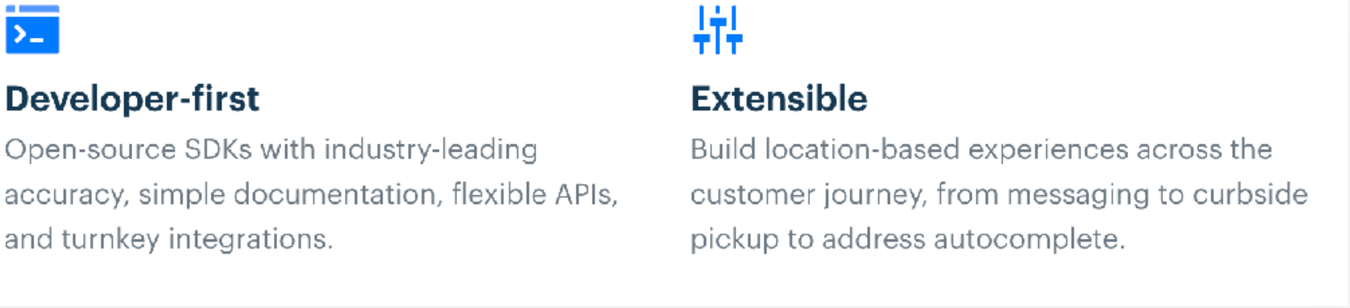


HOW MUCH WHITESPACE

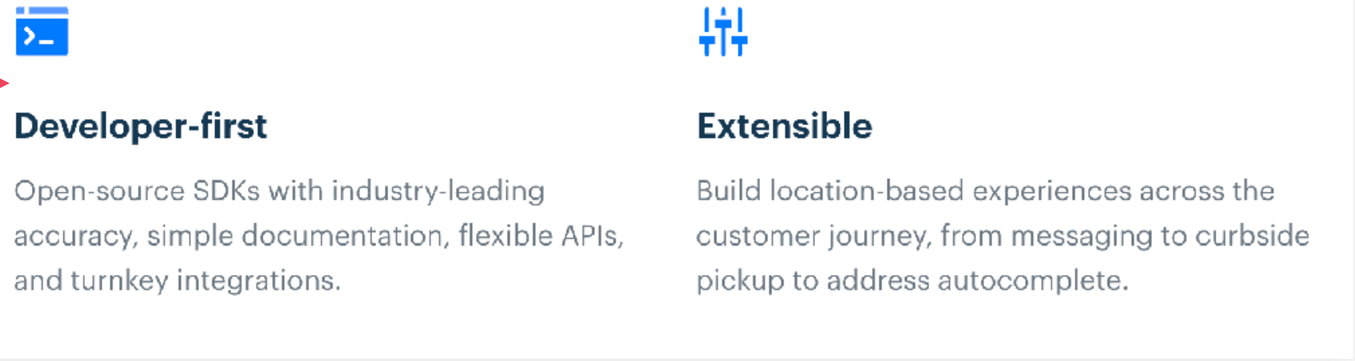
5 **The more some elements** (or groups of elements) **belong together, the closer they should be!**

The “Law of Proximity”

😡 No separation between elements, **confusing spacing**



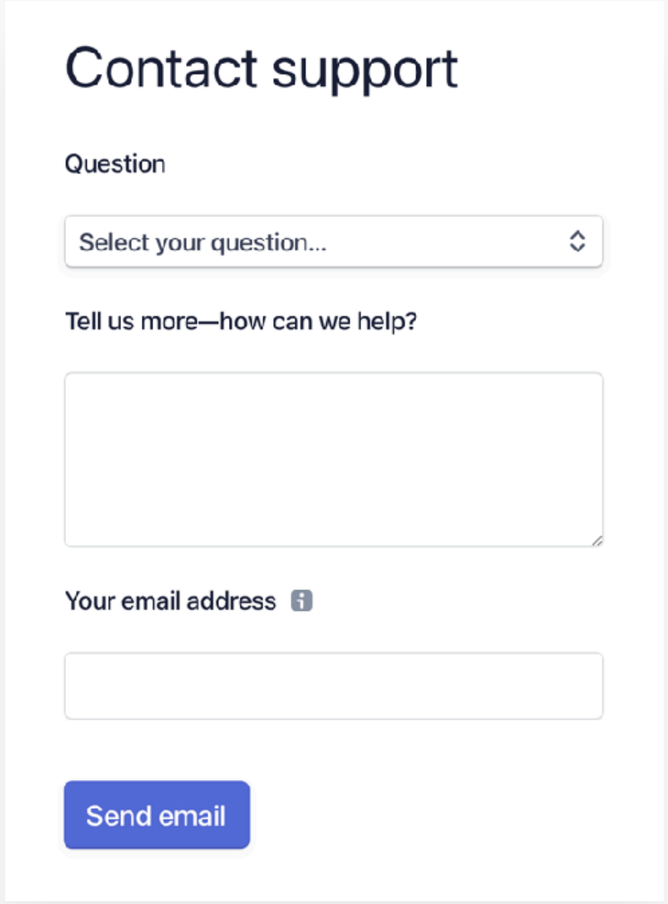
😃 Title and text **belong together**, therefore there is **less space between them**

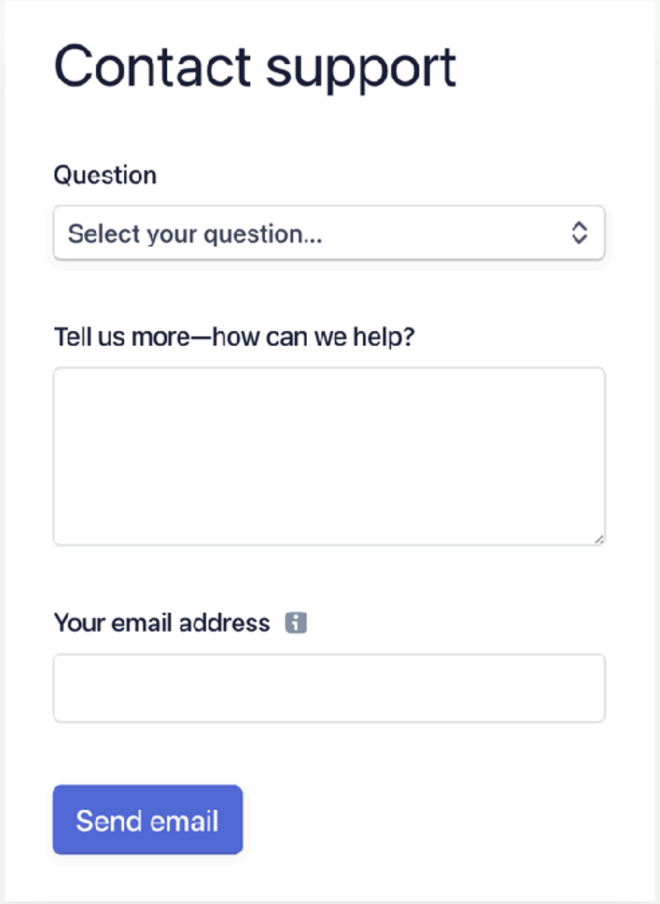


HOW MUCH WHITESPACE

5 **The more some elements** (or groups of elements) **belong together, the closer they should be!**

😡 **Ambiguous spacing**. What field do labels belong to?!



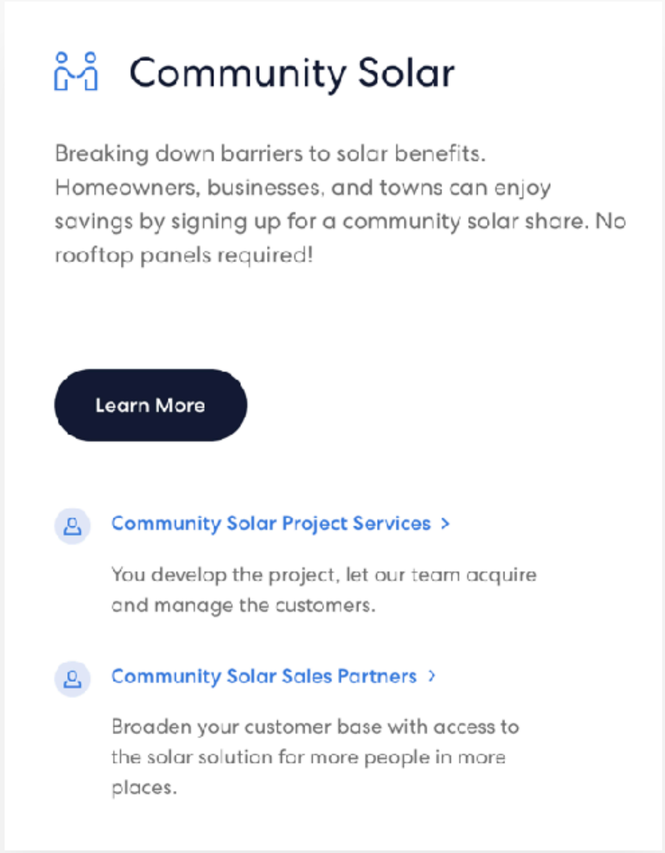


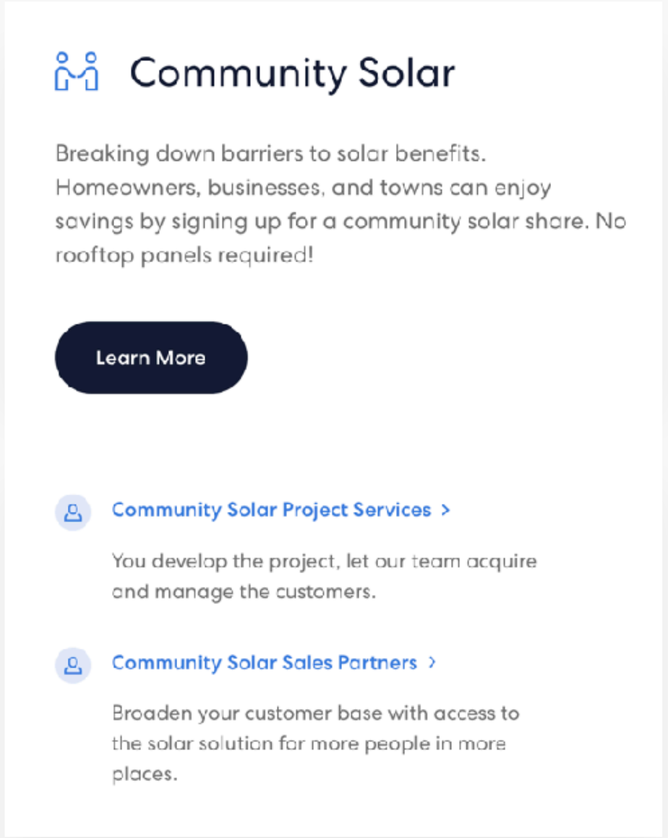
😃 Each label clearly **belongs** to a certain input field

HOW MUCH WHITESPACE

5 **The more some elements** (or groups of elements) **belong together, the closer they should be!**

😐 Why is the button closer to the lower section?





😃 Button seems to belong to text block, so it's closer

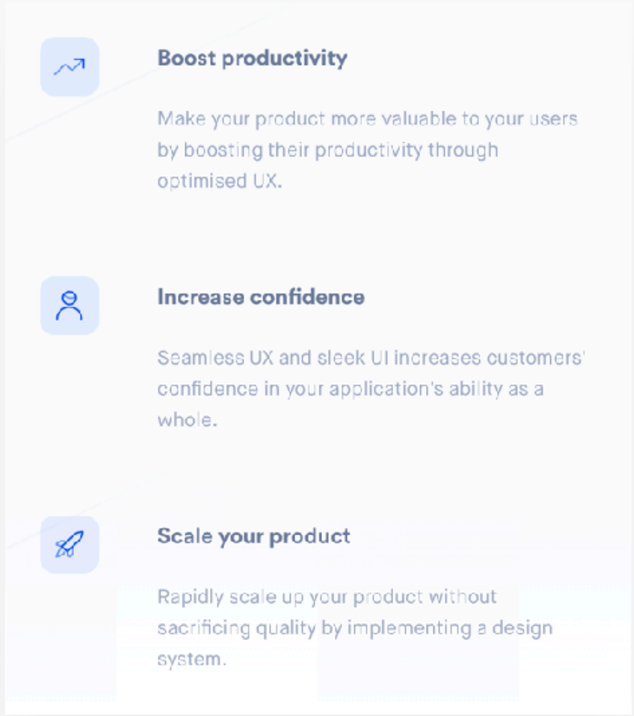
HOW MUCH WHITESPACE

5 **The more some elements** (or groups of elements) **belong together, the closer they should be!**

6 Start with **a lot of whitespace**, maybe even too much! Then **remove whitespace** from there

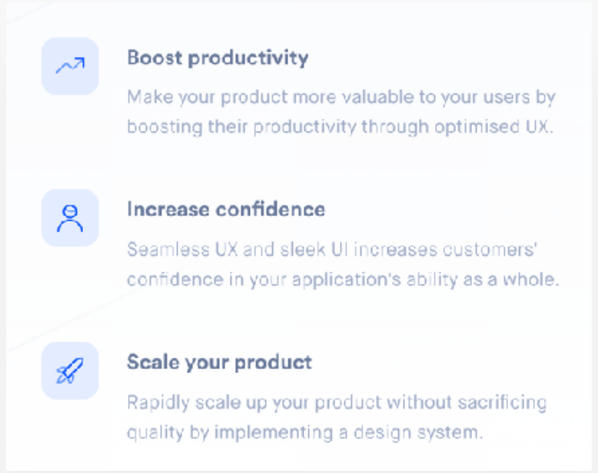
☝️ Too much whitespace looks **detached**, too little looks too **crammed**

??



😡 Everything is detached

😡 Way too crammed and uninviting



😃 Just right, design can breathe

HOW MUCH WHITESPACE

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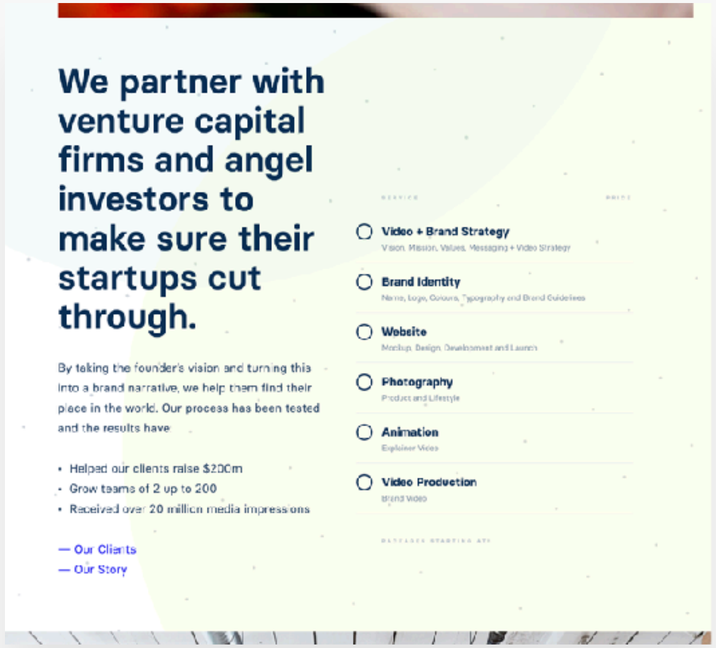
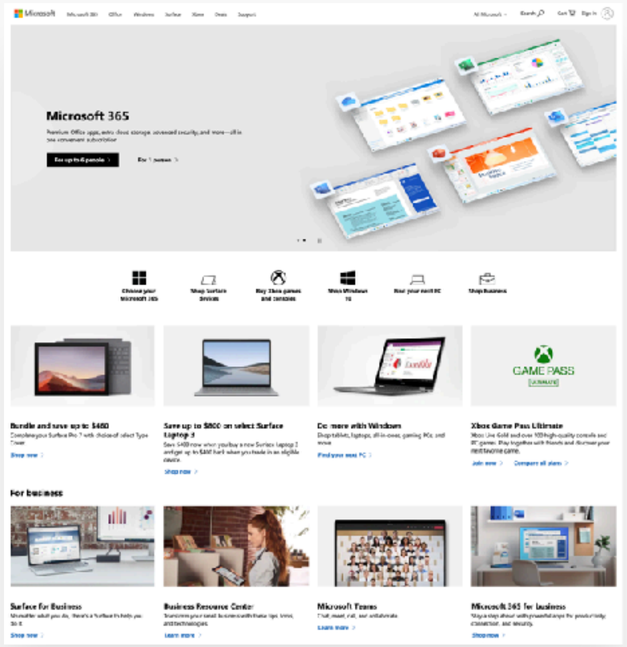
6 Start with **a lot of whitespace**, maybe even too much! Then **remove whitespace** from there

☝️ Too much whitespace looks **detached**, too little looks too **crammed**

7 Match **other design choices**. If you have big text or big icons, you need more whitespace

😀 Huge text, lots of whitespace





😀 Small text and images, less space

HOW MUCH WHITESPACE

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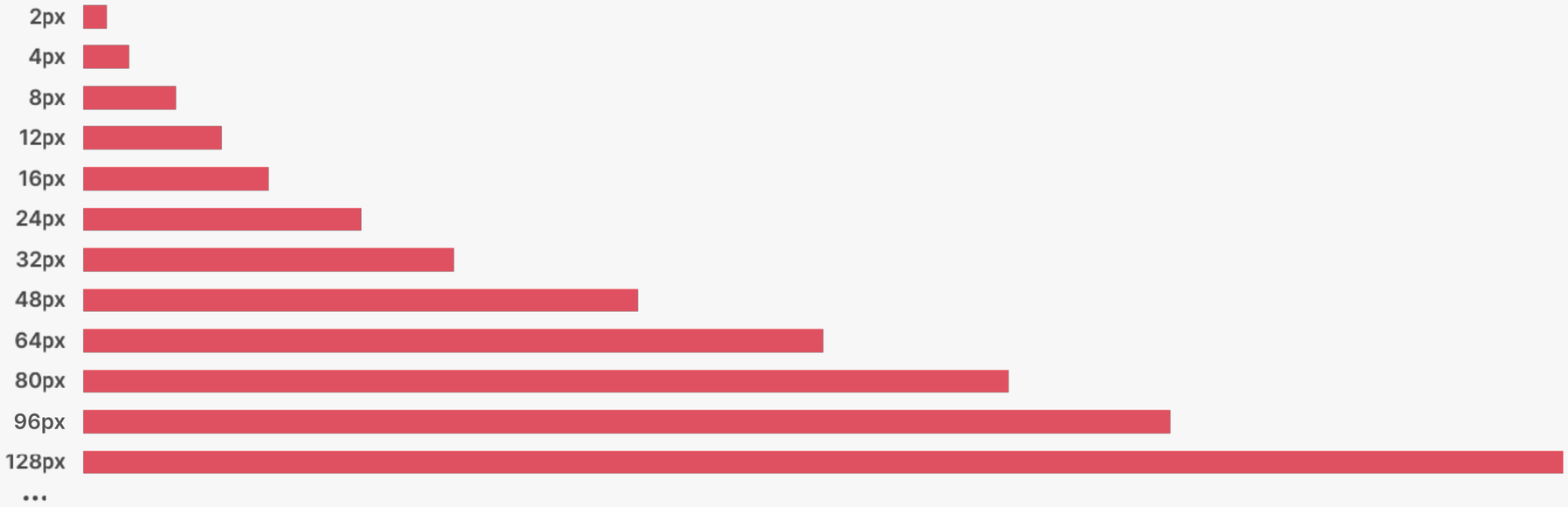
☝️ Too much whitespace looks **detached**, too little looks too **crammed**

7 Match **other design choices**. If you have big text or big icons, you need more whitespace

8 Try a hard rule, such as using **multiples of 16px** for all spacing



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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

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SECTION

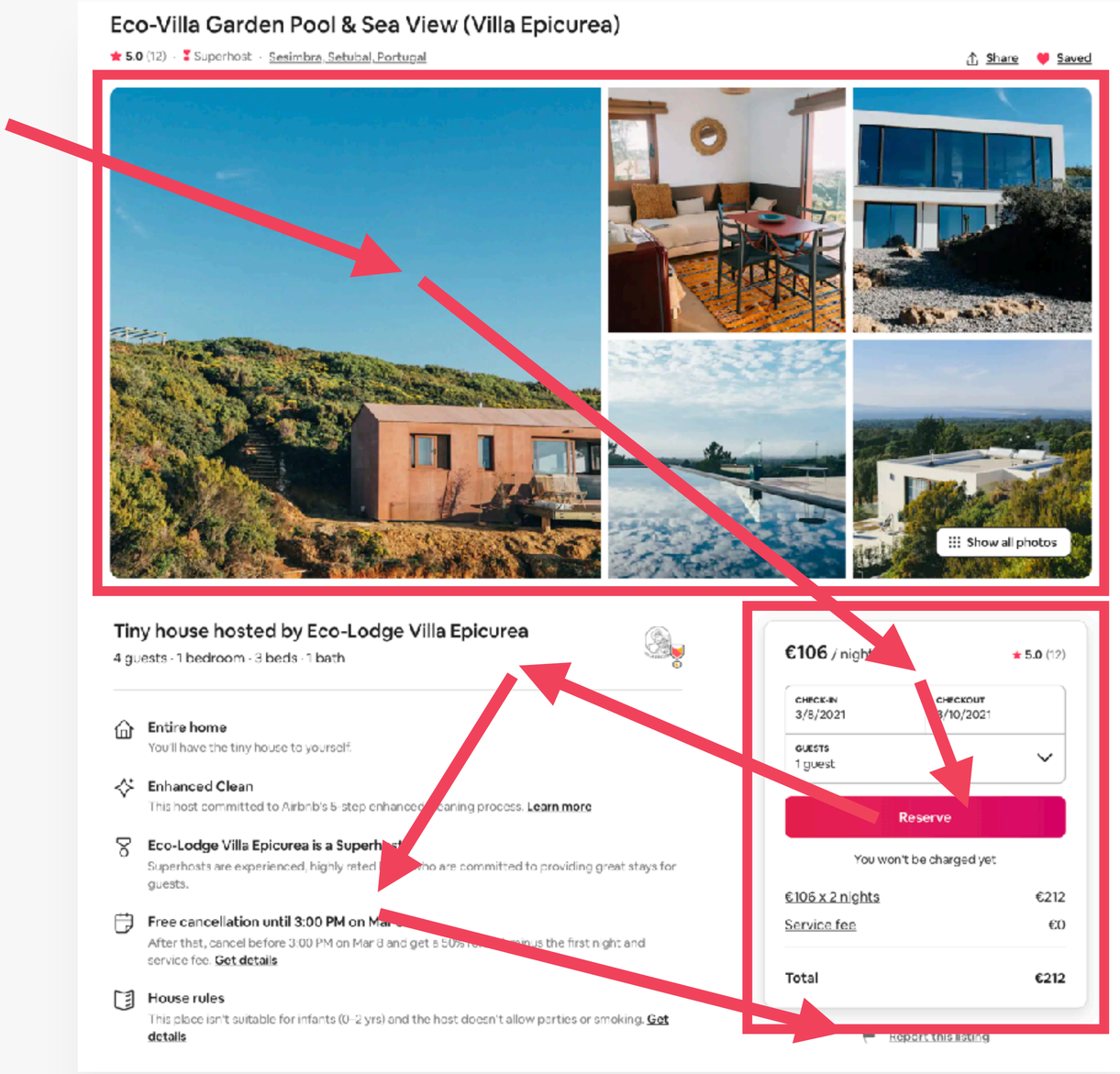
WEB DESIGN RULES AND FRAMEWORK

LECTURE

WEB DESIGN RULES #8: VISUAL HIERARCHY

WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
- 👉 Visual hierarchy is about **drawing attention** to these most important elements
- 👉 Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page
- 👉 We use a combination of **position**, **size**, **colors**, **spacing**, **borders**, and **shadows** to establish a meaningful visual hierarchy between elements/components



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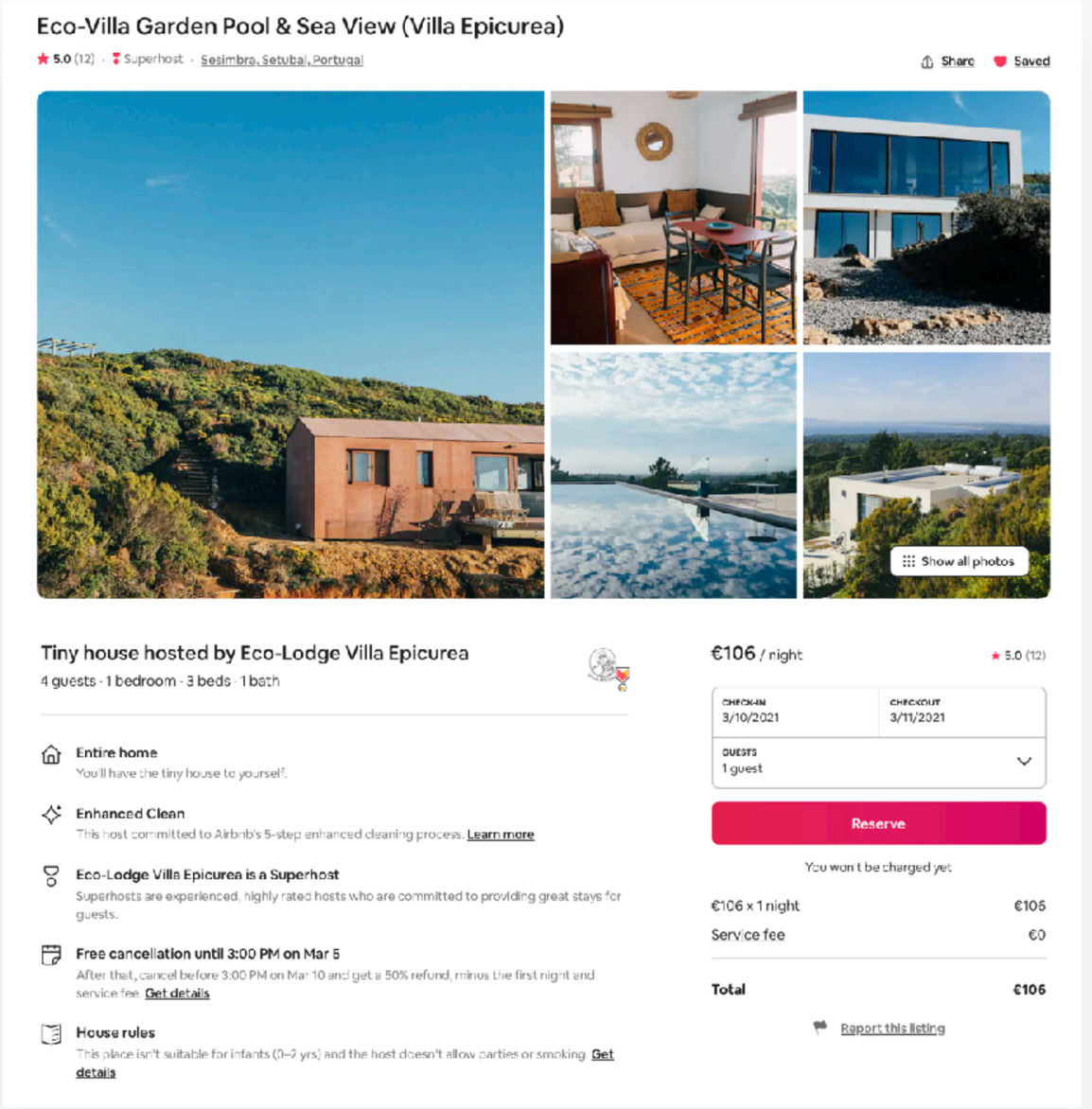

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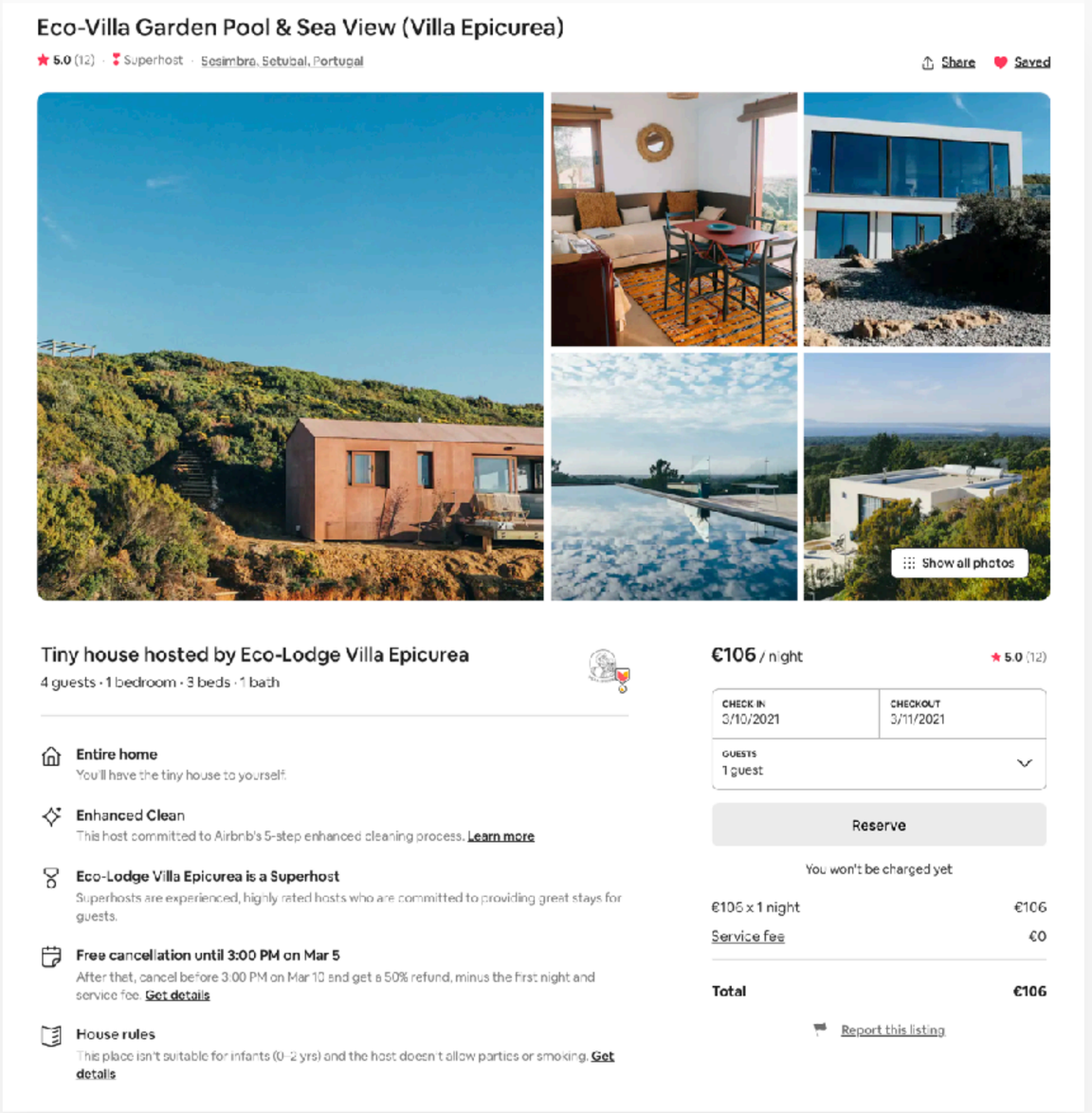
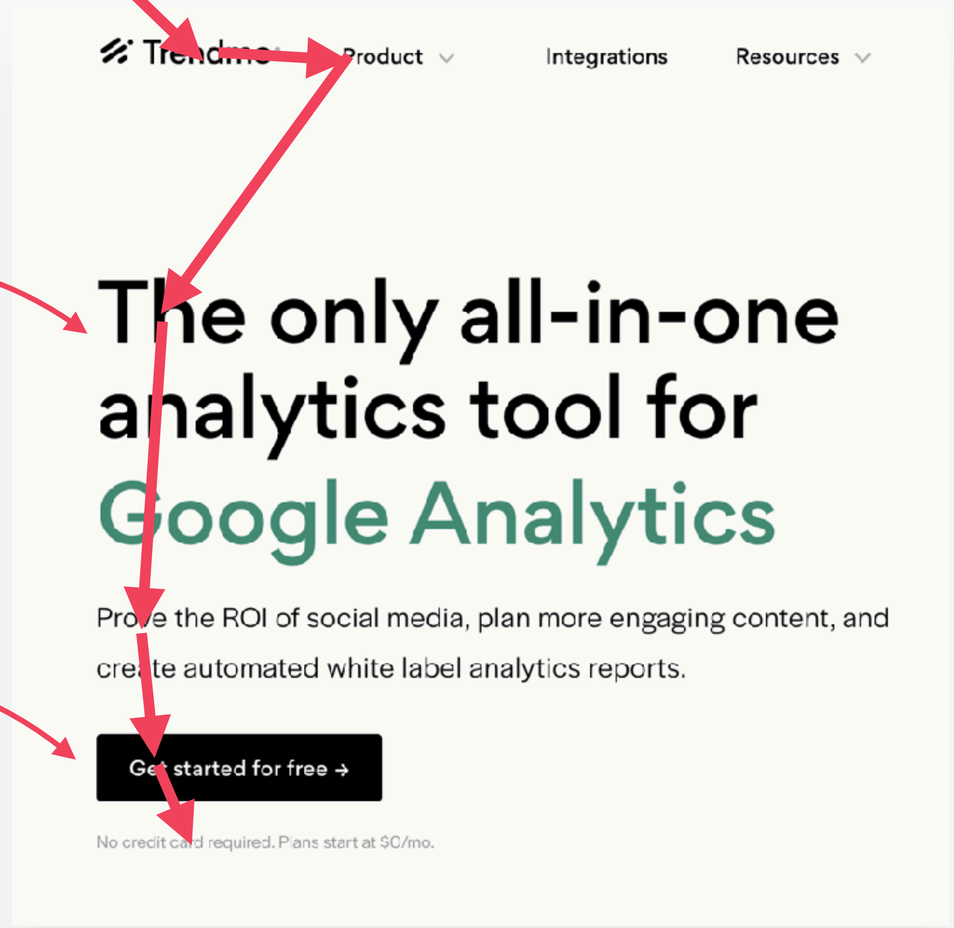


VISUAL HIERARCHY **FUNDAMENTALS**

1 Position important elements **closer to the top the page**, where they get more attention

Most important title, **close to top of the page**

Most important call-to-action, **close to top of the page**

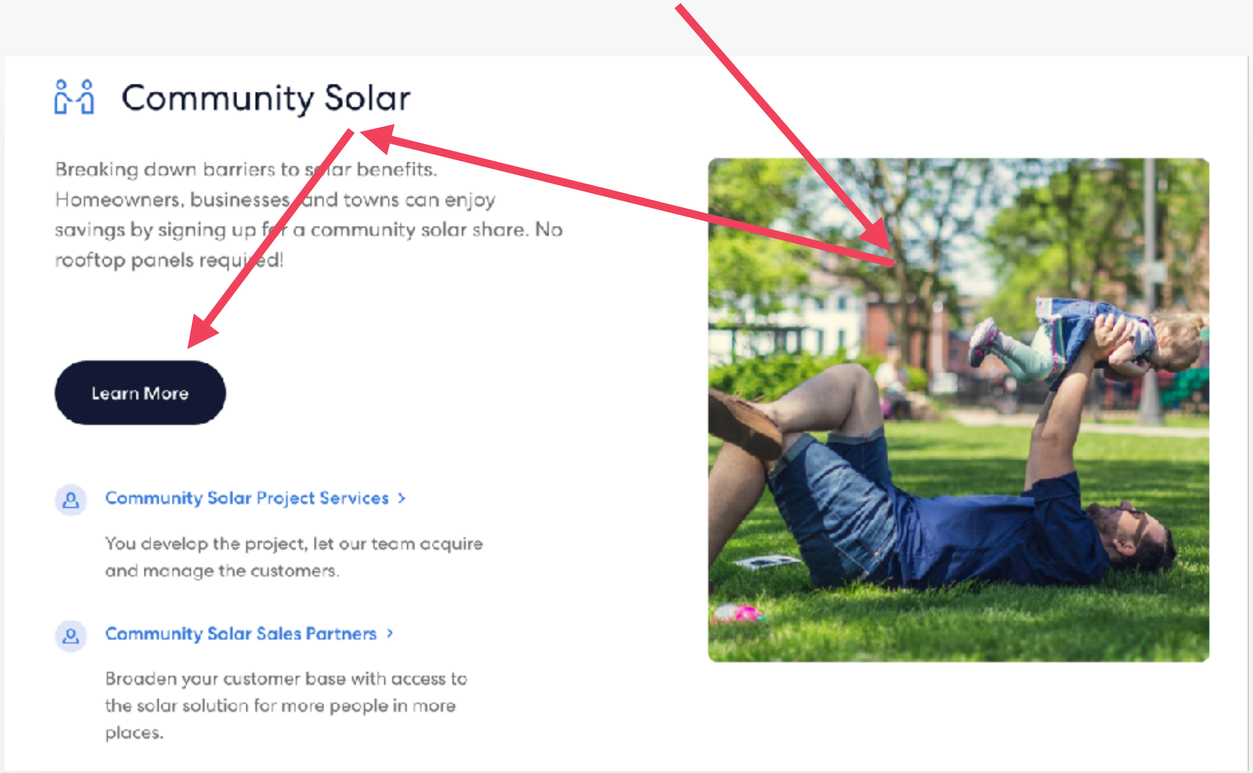


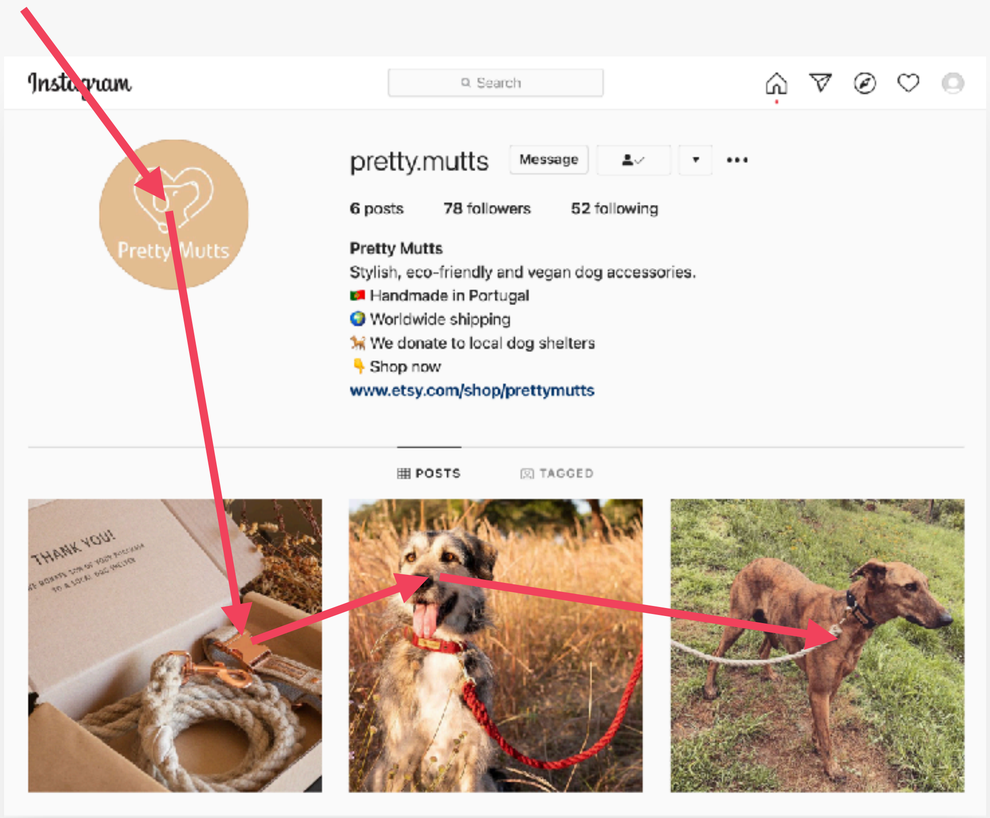
ATTENTION FLOWS DOWN THE PAGE (AND COMPONENTS)

VISUAL HIERARCHY **FUNDAMENTALS**

1. Position important elements **closer to the top the page**, where they get more attention

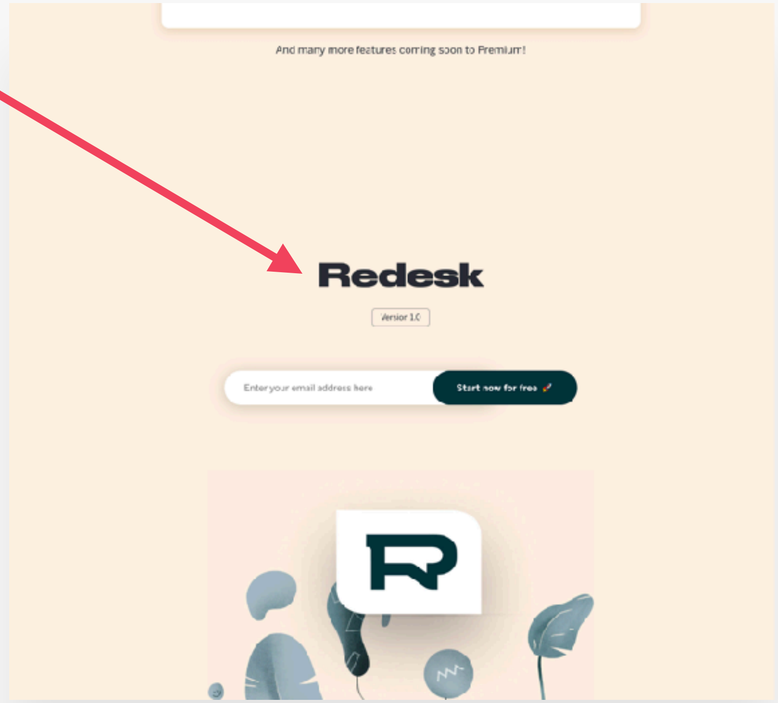
2. Use images mindfully, as they draw **a lot of attention** (larger images get more attention)

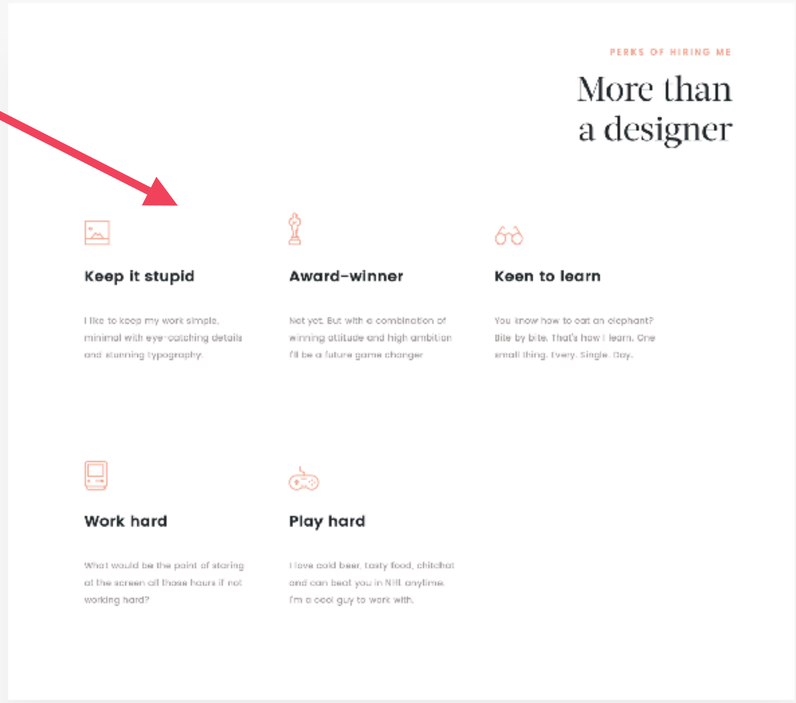




VISUAL HIERARCHY **FUNDAMENTALS**

1. Position important elements **closer to the top the page**, where they get more attention
2. Use images mindfully, as they draw **a lot of attention** (larger images get more attention)
3. Whitespace creates separation, so **use whitespace strategically** to emphasize elements



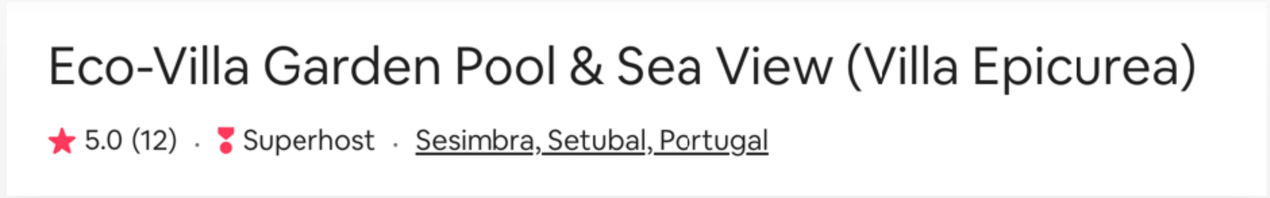


VISUAL HIERARCHY FOR **TEXT ELEMENTS**

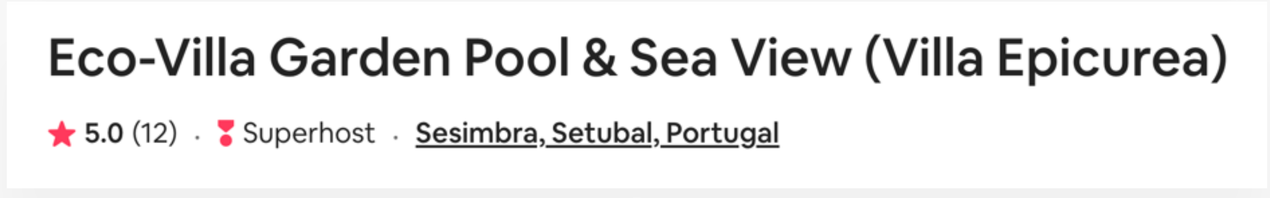
4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance

😡 **Confusing!** No hierarchy at all

😐 Increasing **font size**



🙂 Increasing **font weights**



😀 **Lightening color** of less important text. Perfect!

VISUAL HIERARCHY FOR **TEXT ELEMENTS**

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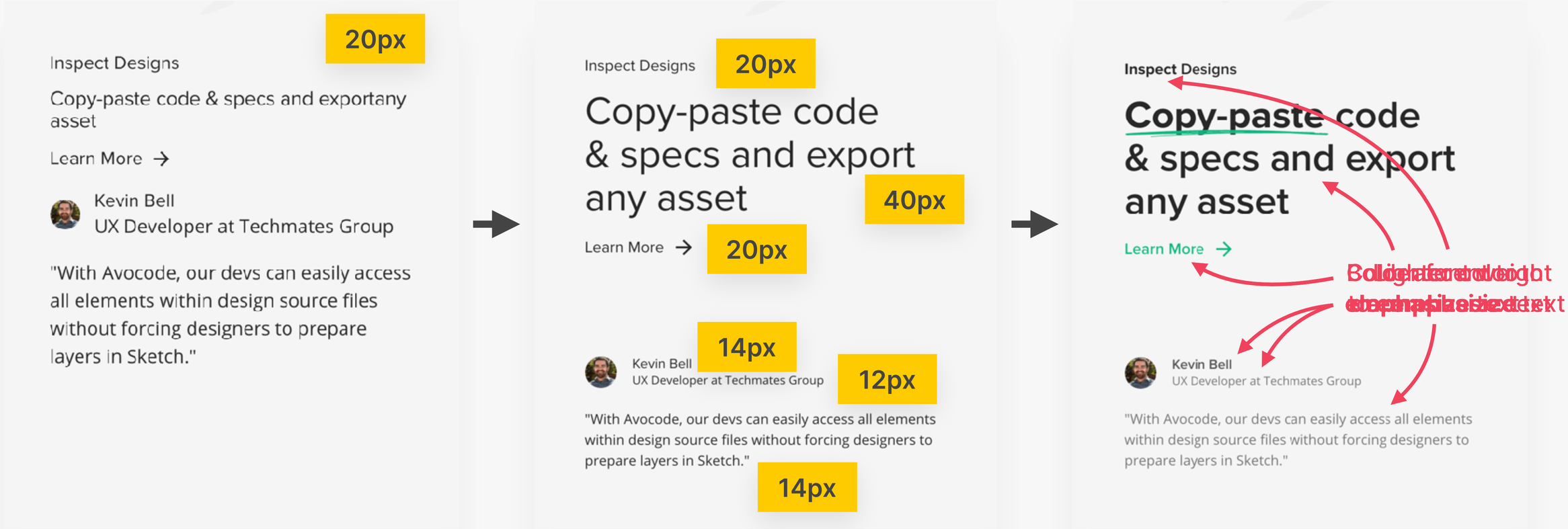

😡 **Confusing!** No hierarchy at all

🙂 Increasing **font sizes** and adding **whitespace**

😃 Adding **font weight** and **color**. Perfect!

VISUAL HIERARCHY FOR **TEXT ELEMENTS**

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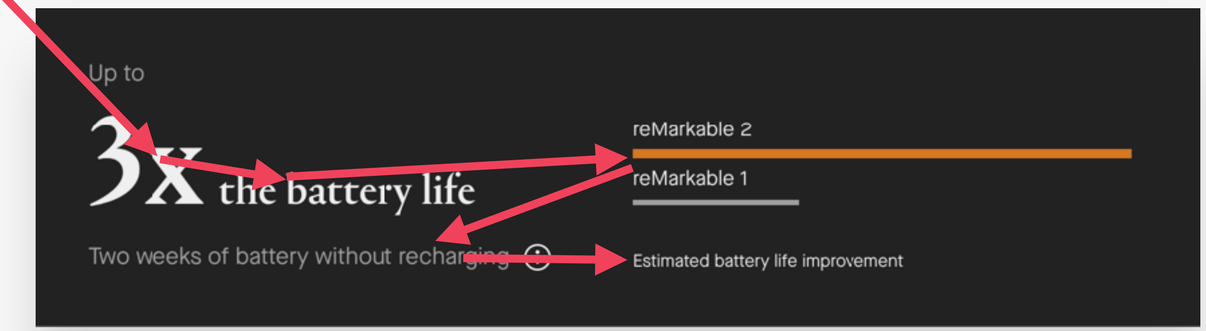

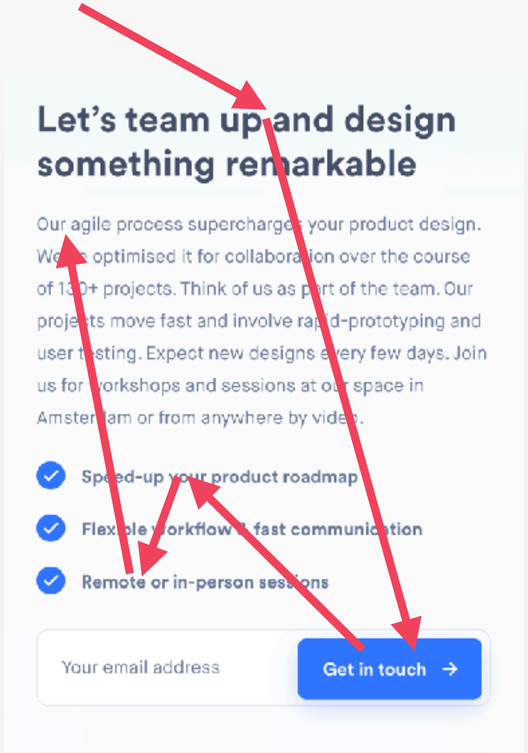

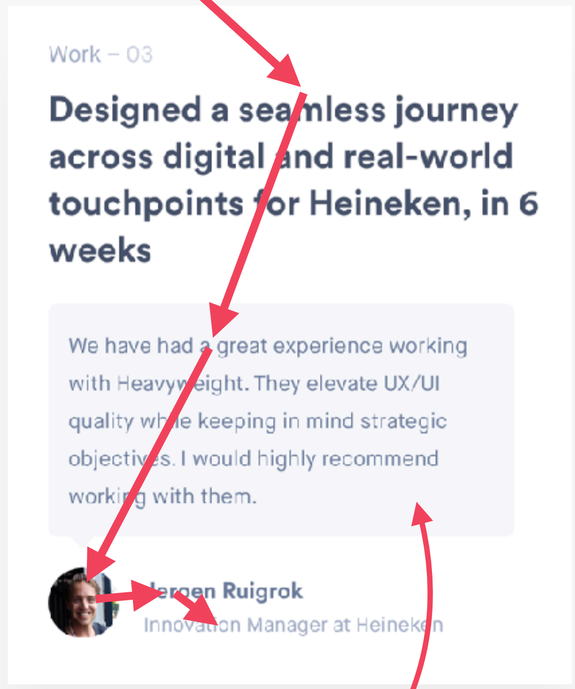

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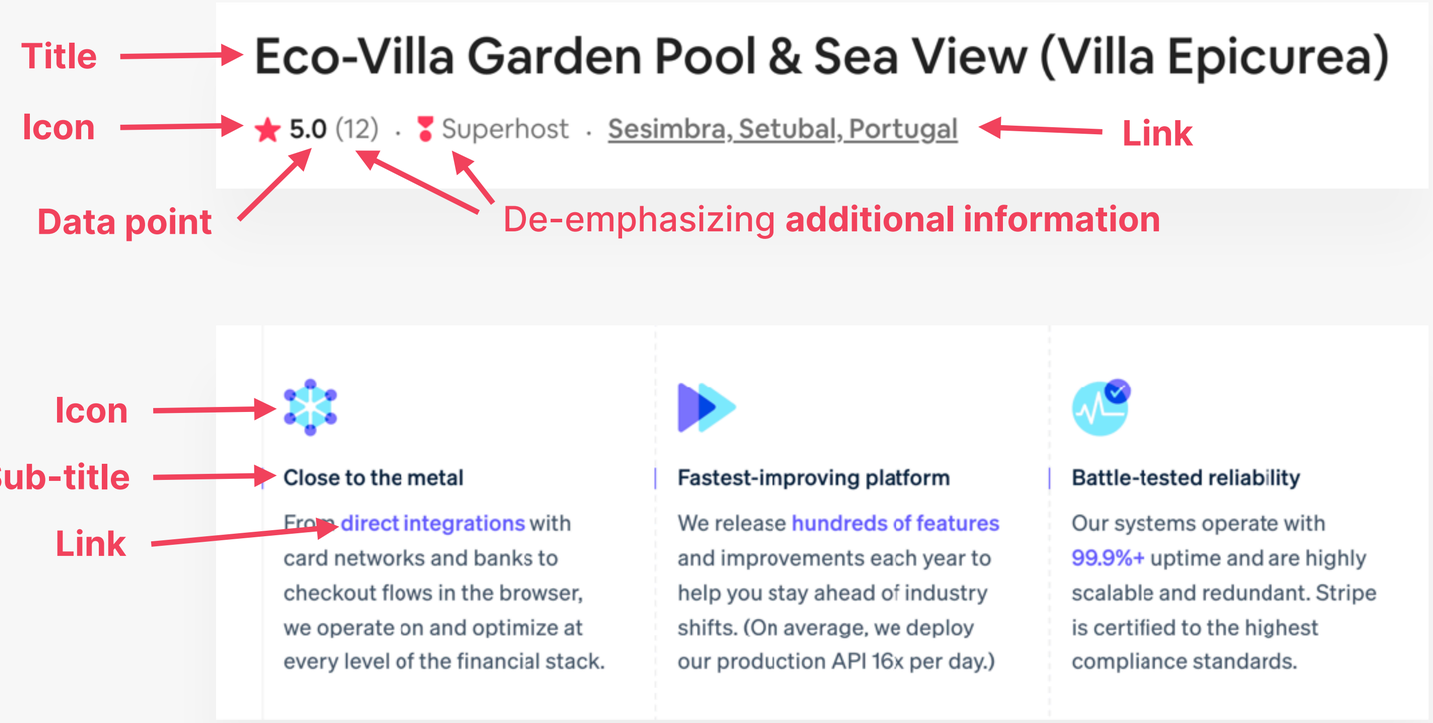
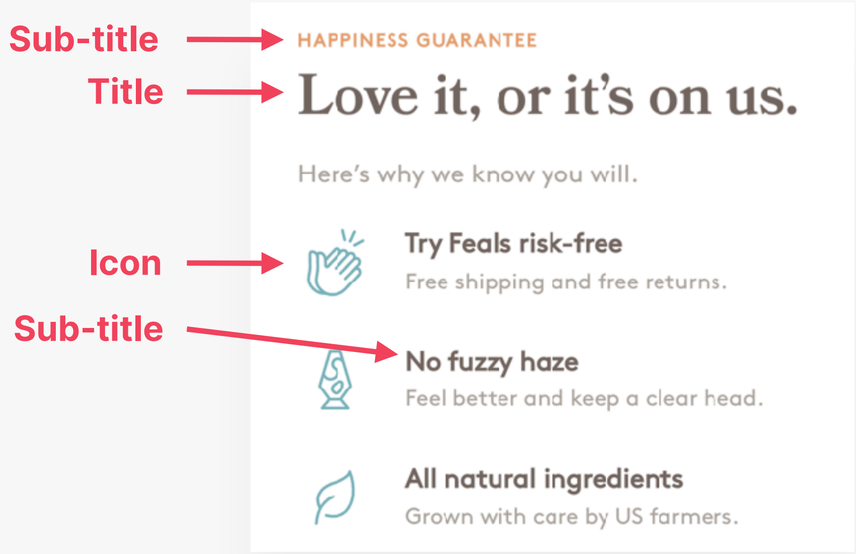
4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance

5 What text elements to emphasize? **Titles**, **sub-titles**, **links**, **buttons**, **data points**, **icons**

☝ You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**





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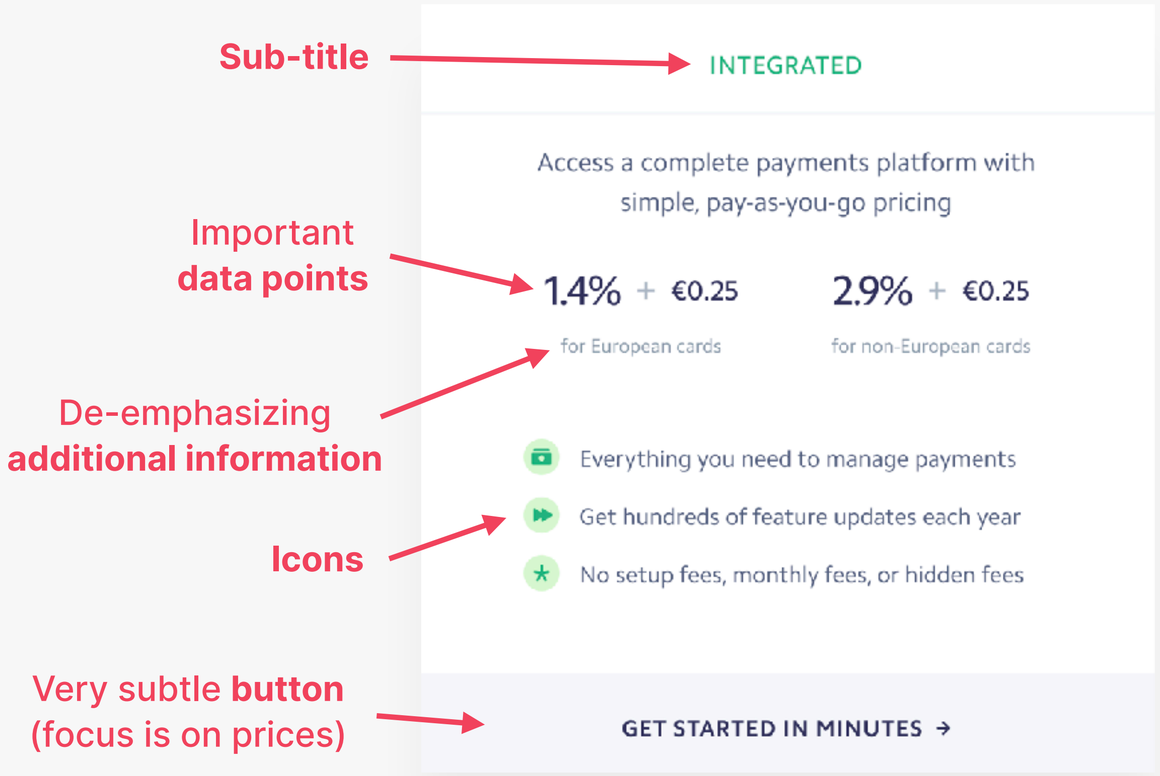
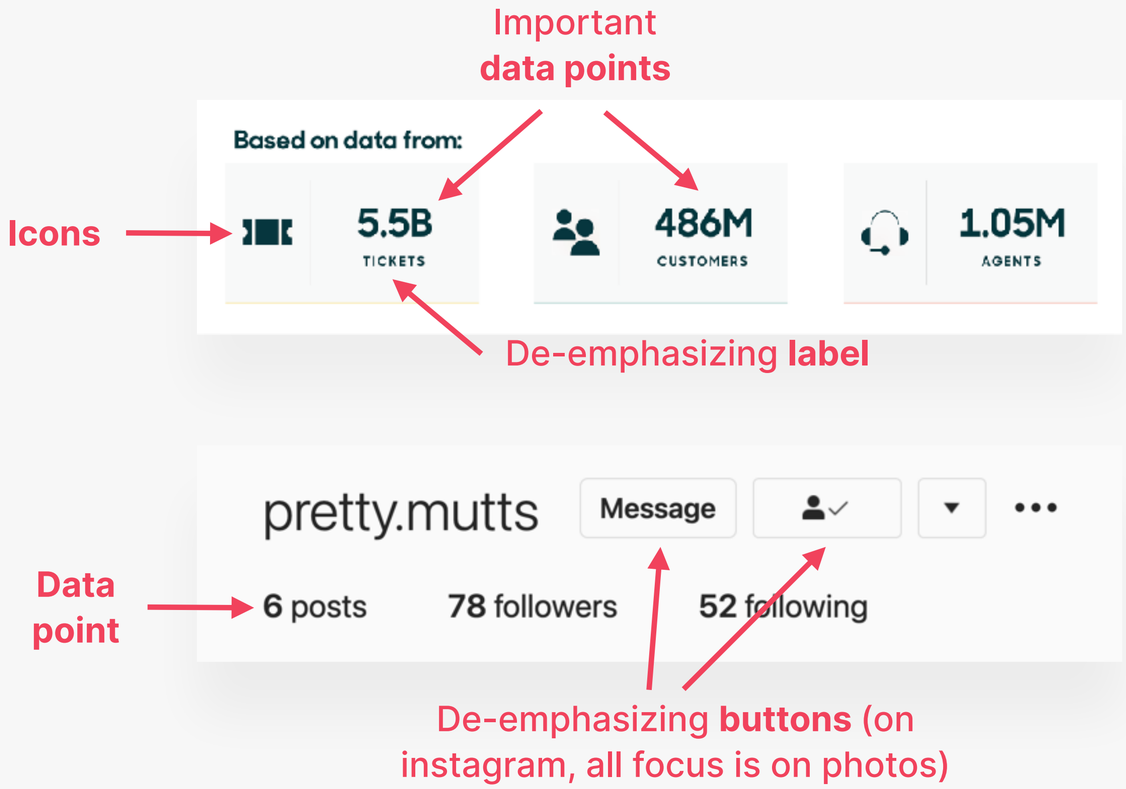
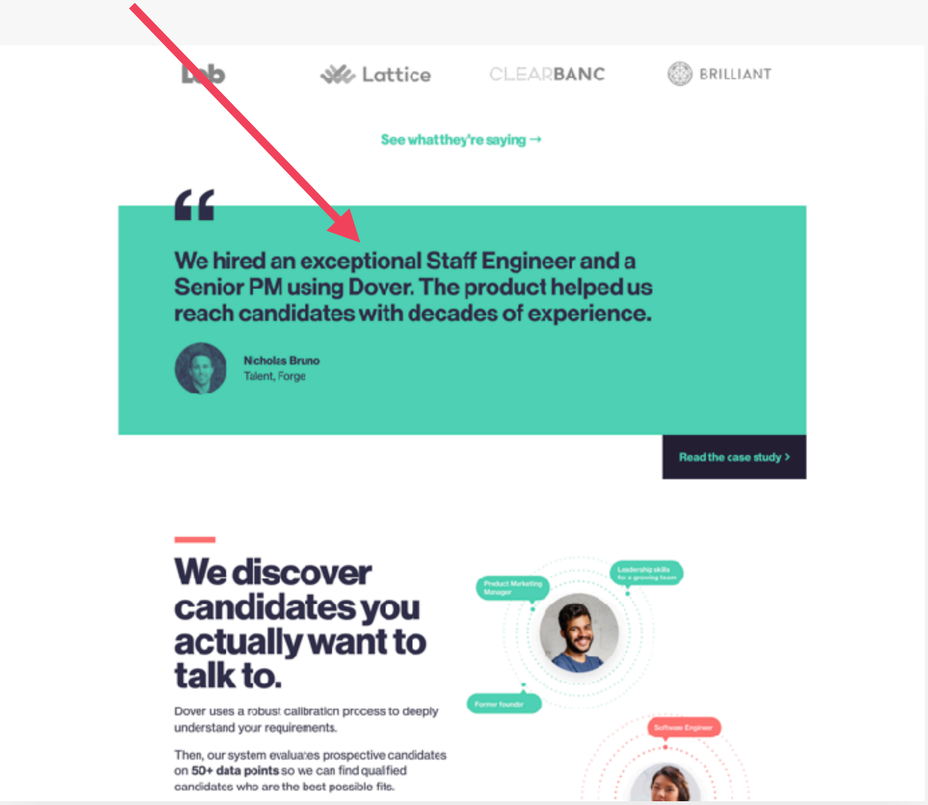
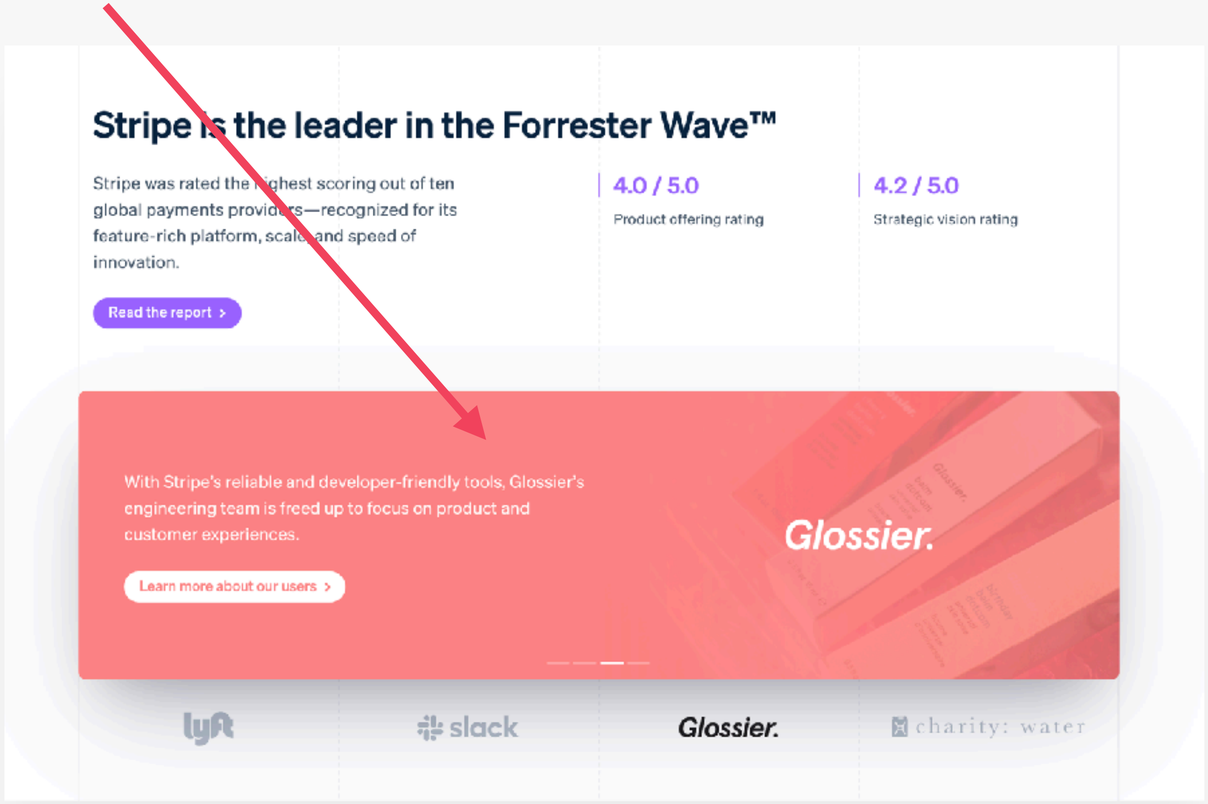




VISUAL HIERARCHY **BETWEEN COMPONENTS**

6 Emphasize an important component using **background color**, **shadow**, or **border** (or multiple)





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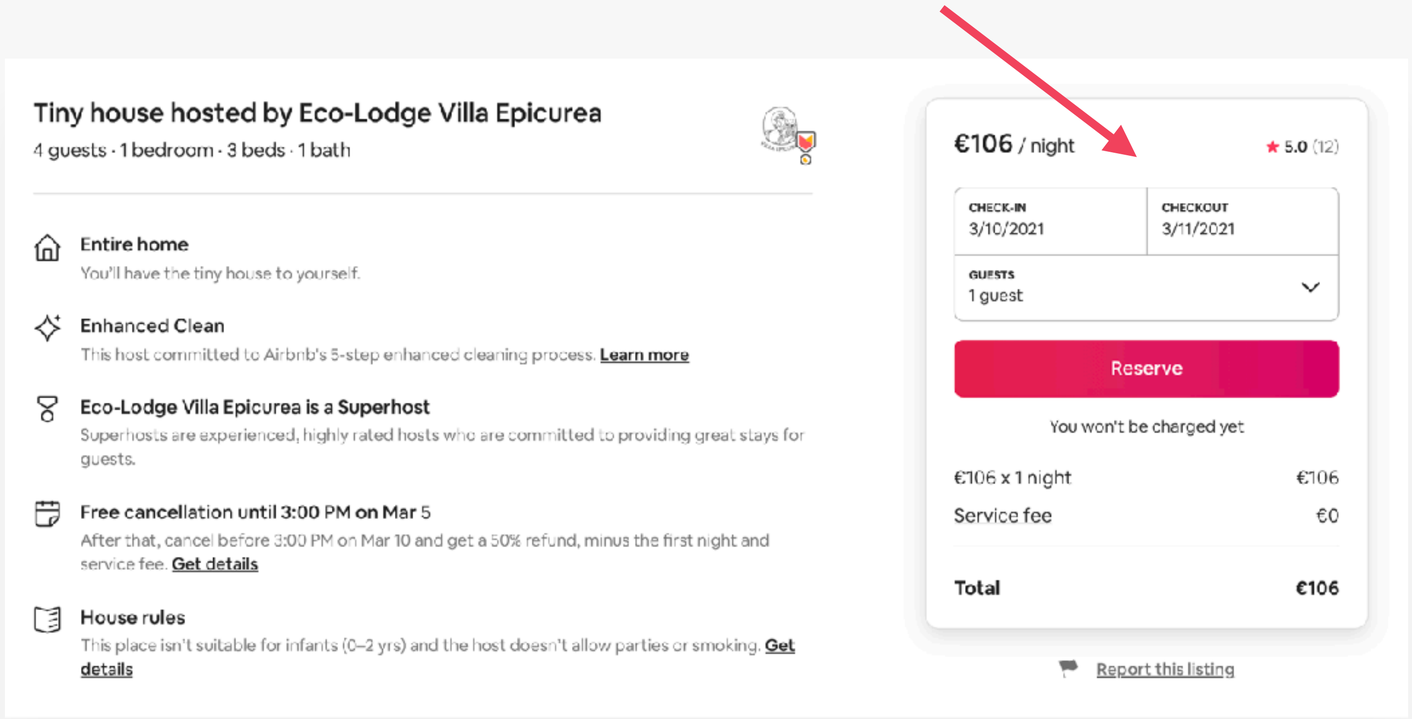
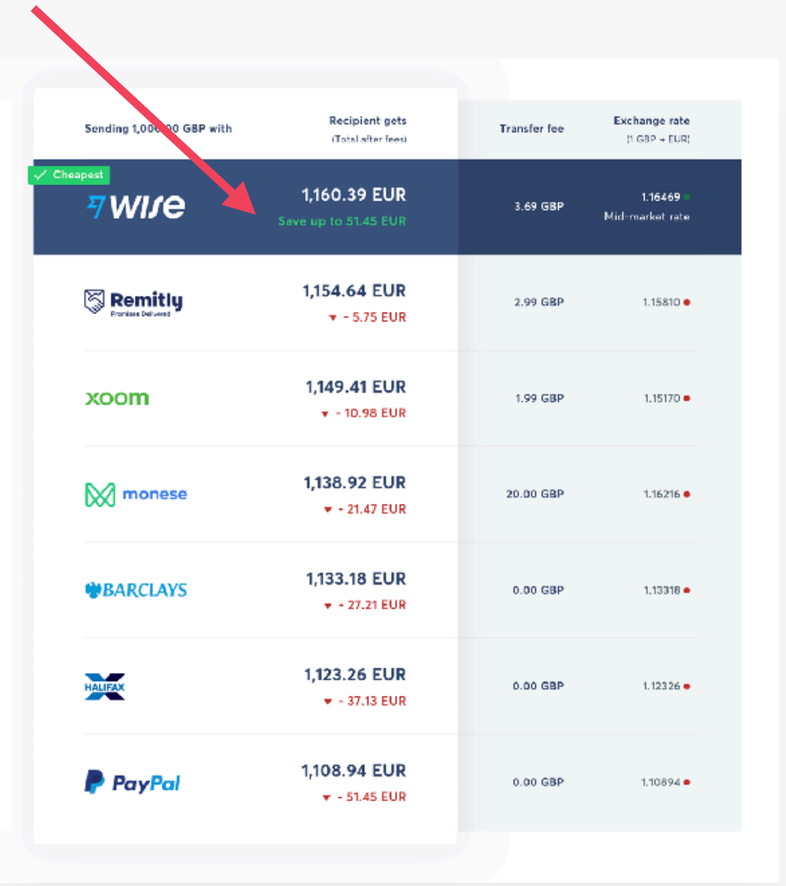
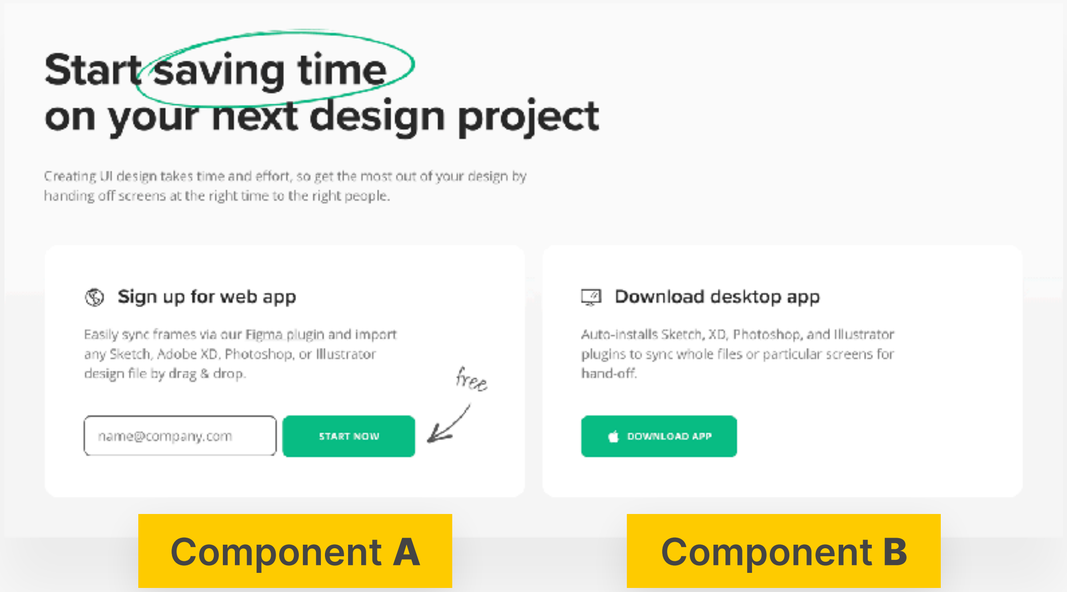


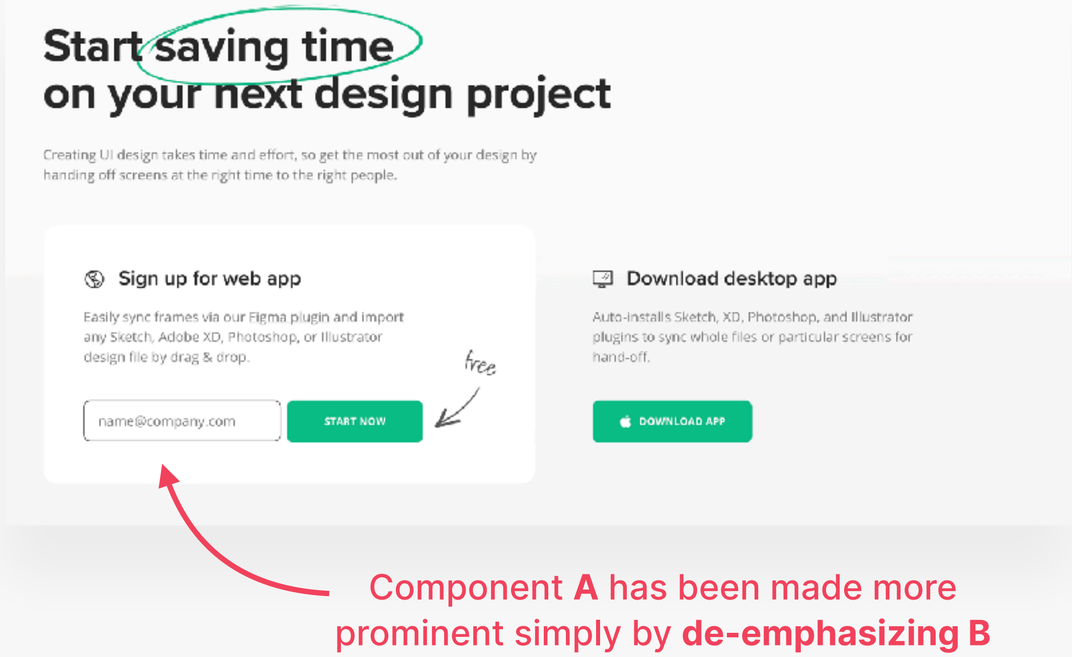


VISUAL HIERARCHY **BETWEEN COMPONENTS**

6 Emphasize an important component using **background color**, **shadow**, or **border** (or multiple)

7 Try emphasizing some component A over component B by **de-emphasizing component B**





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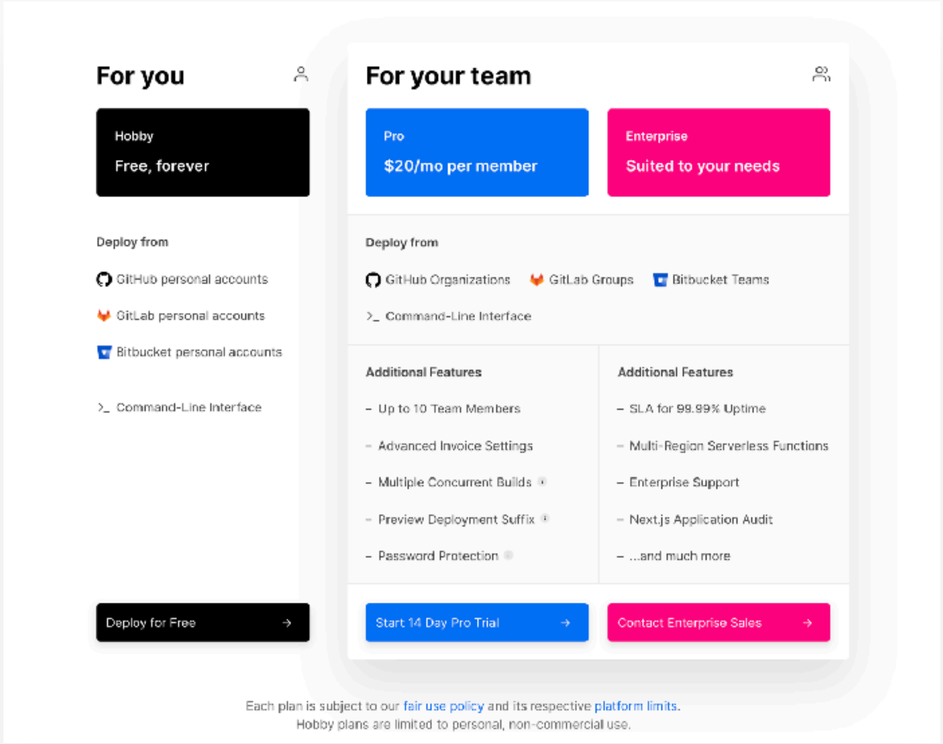

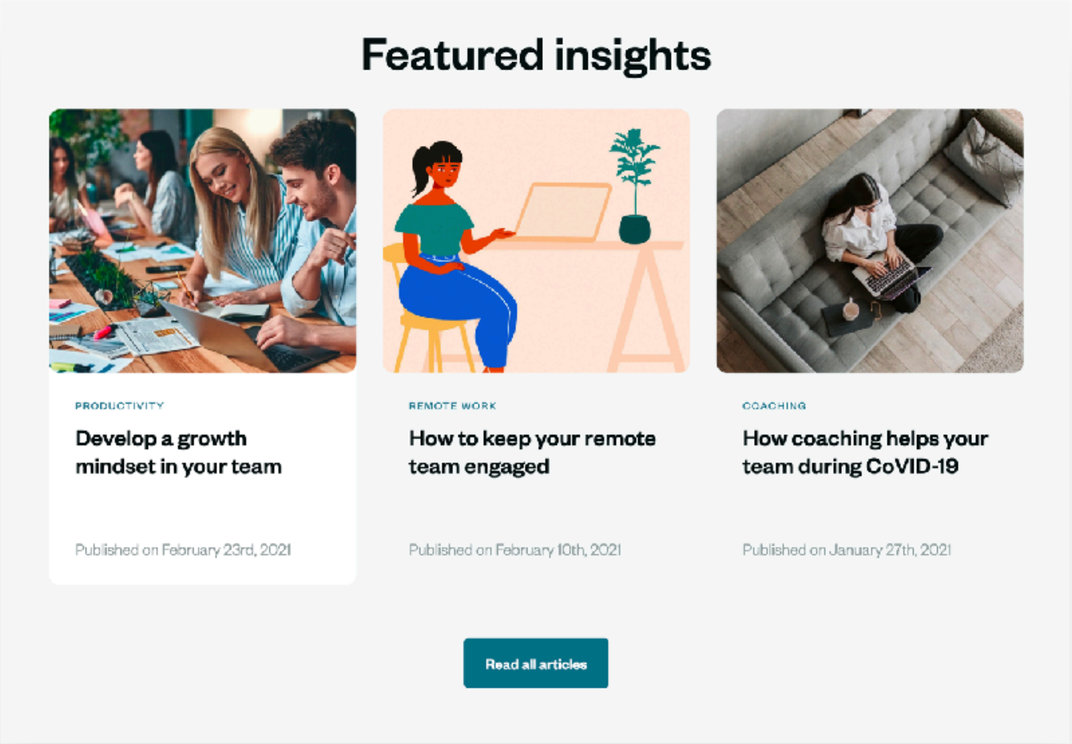

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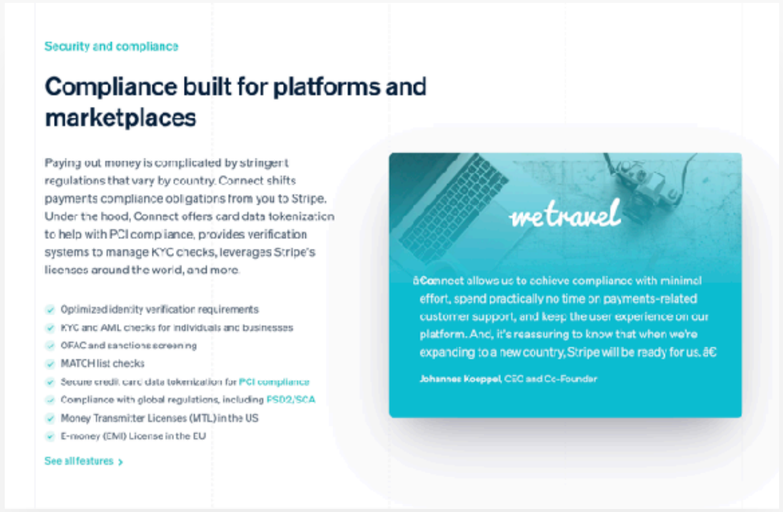
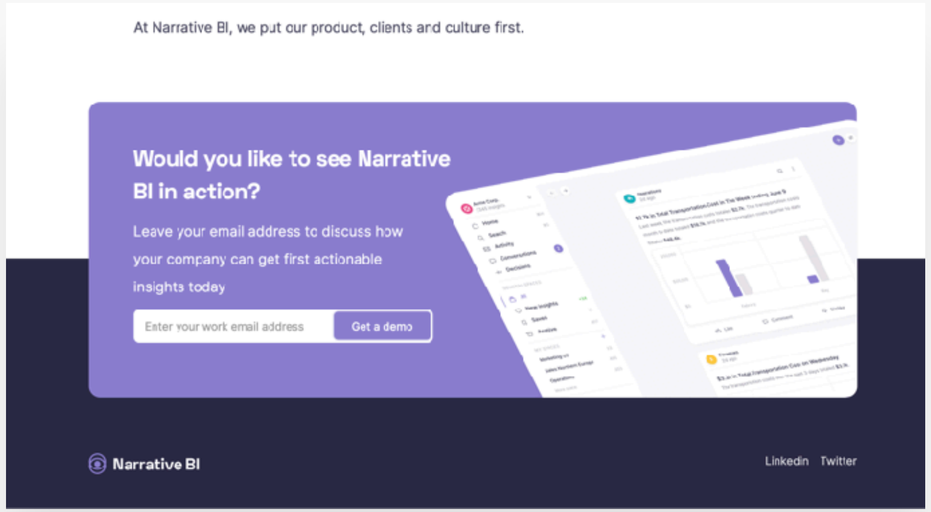
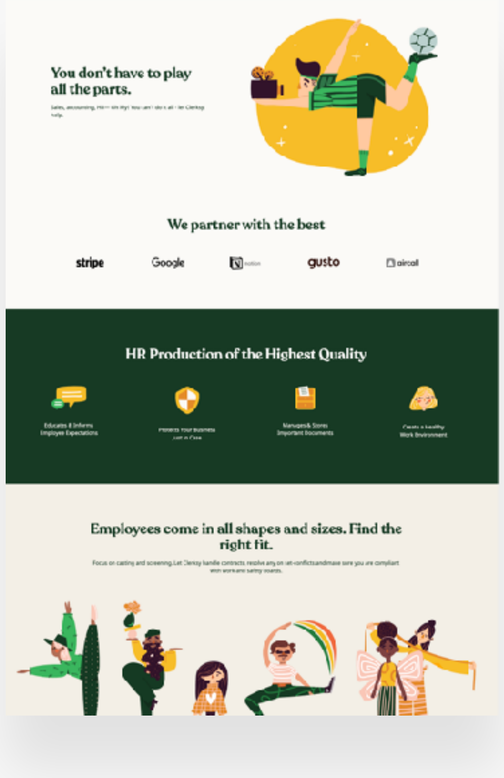
6 Emphasize an important component using **background color**, **shadow**, or **border** (or multiple)

7 Try emphasizing some component A over component B by **de-emphasizing component B**

8 What components to emphasize? **Testimonials**, **call-to-action sections**, **highlight sections**, **preview cards**, **forms**, **pricing tables**, **important rows/columns in tables**, etc.





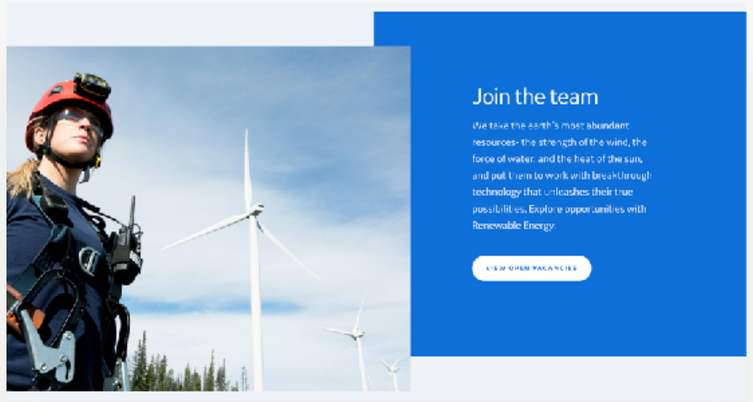


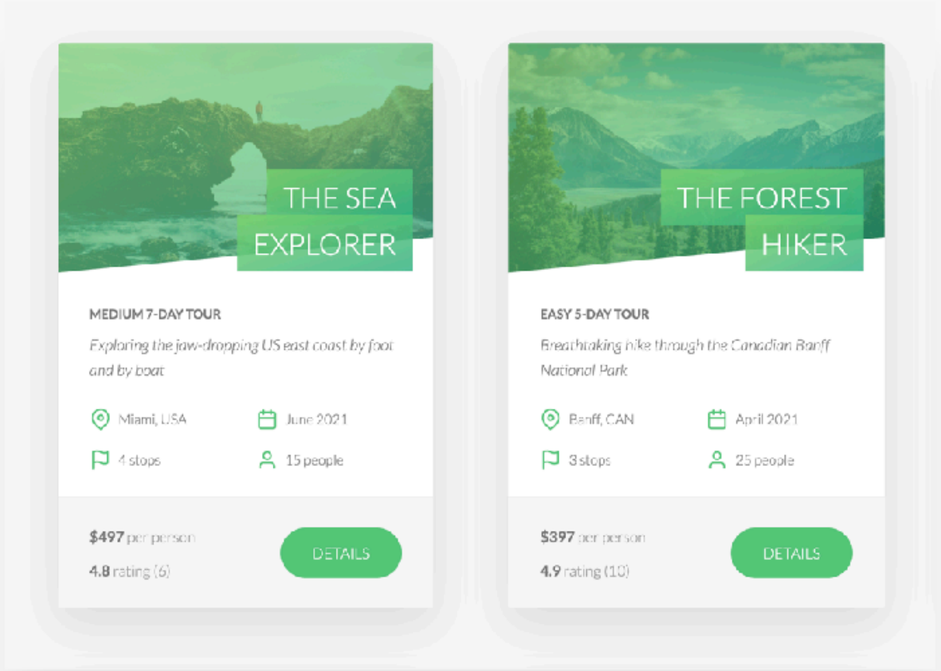
VISUAL HIERARCHY **BETWEEN COMPONENTS**

6 Emphasize an important component using **background color**, **shadow**, or **border** (or multiple)

7 Try emphasizing some component A over component B by **de-emphasizing component B**

8 What components to emphasize? **Testimonials**, **call-to-action sections**, **highlight sections**, **preview cards**, **forms**, **pricing tables**, **important rows/columns in tables**, etc.





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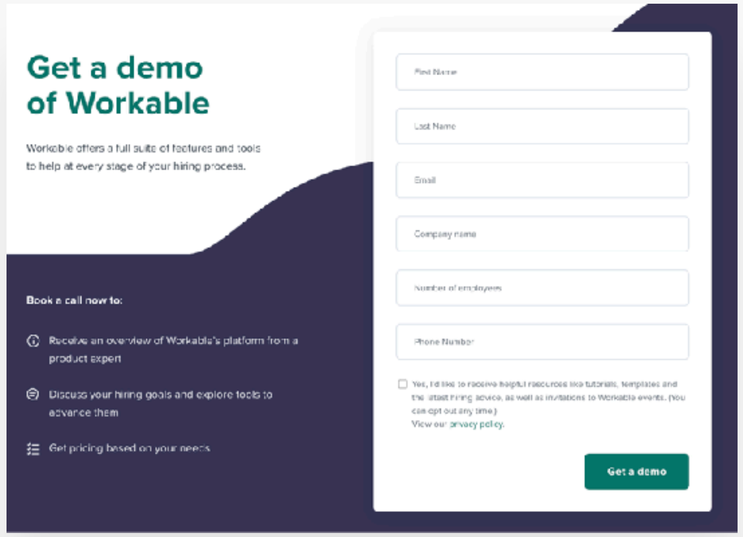

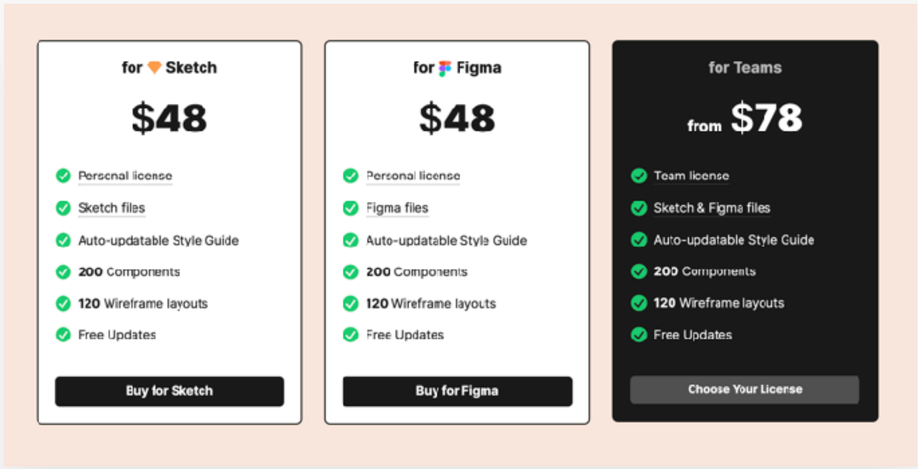

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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

@JONASSCHMEDTMAN

SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

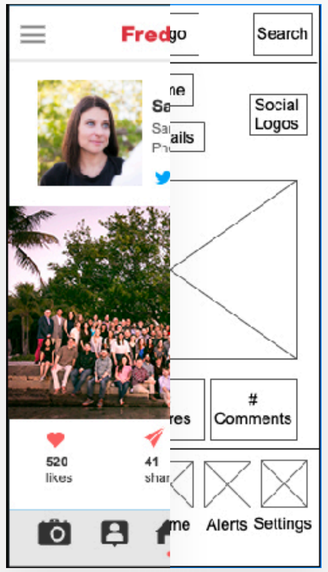
WEB DESIGN RULES #9: USER EXPERIENCE (UX)

WHAT IS **USER EXPERIENCE** (UX)?

> *Design is not just what it **looks like and feels like.** Design is **how it works***
>
> – Steve Jobs

User Interface (UI) is the visual presentation of a product. It's how the graphical interface looks and feels like

- 👉 Layout
- 👉 "Personality"
- 👉 Typography, colors, icons, etc.



User Experience (UX) is the overall experience the user has while interacting with the product

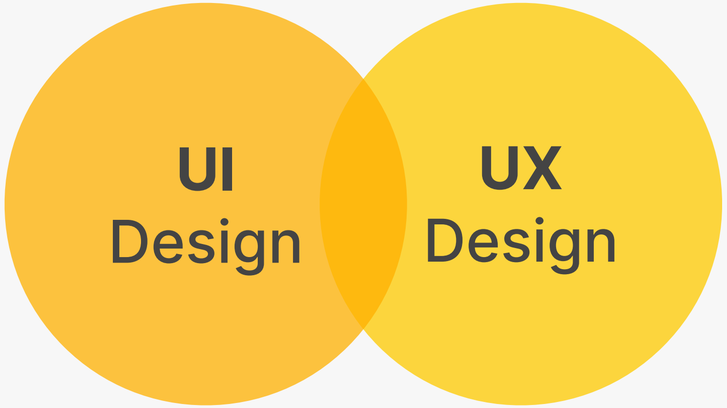
- 👉 Does the app feel **logical** and well thought out?
- 👉 Does the navigation work **intuitively**?
- 👉 Are users **reaching their goals**?

UI AND UX **DESIGN**

UI is graphical interface 👉 **UI Design** is what makes an interface **beautiful**

UX is experience with interface 👉 **UX Design** is what makes an interface **useful and functional**

☝️ UX Design can **not** exist without UI Design!



UI →

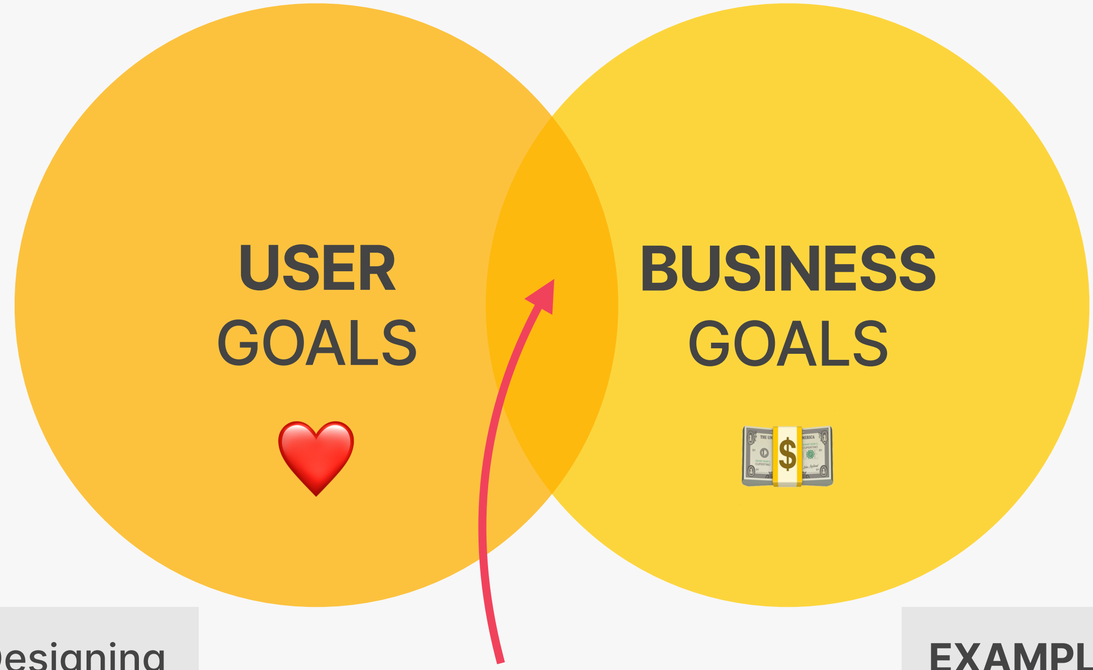
Both are **interfaces** to get ketchup

UX →

Each creates a different **experience**

UX DESIGN GUIDING PRINCIPLE: **GOALS**

👉 A website or application **exists for a reason**: a **user** has a goal for **visiting** it, and a **business** has a goal for **creating** it

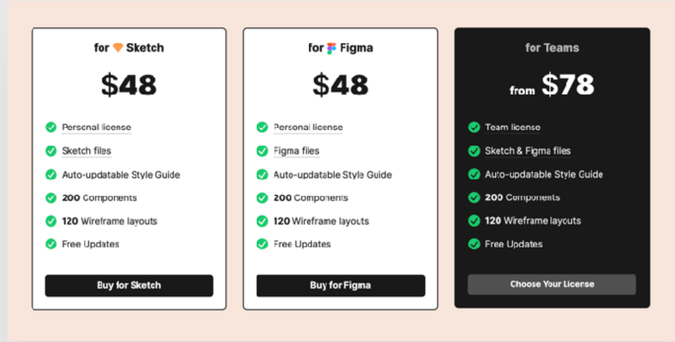


EXAMPLE: Designing websites faster

Good UX design **aligns** the **user's goals** with the **business' goals**

EXAMPLE: Selling design kits for design tools

👉 **UX Example:**

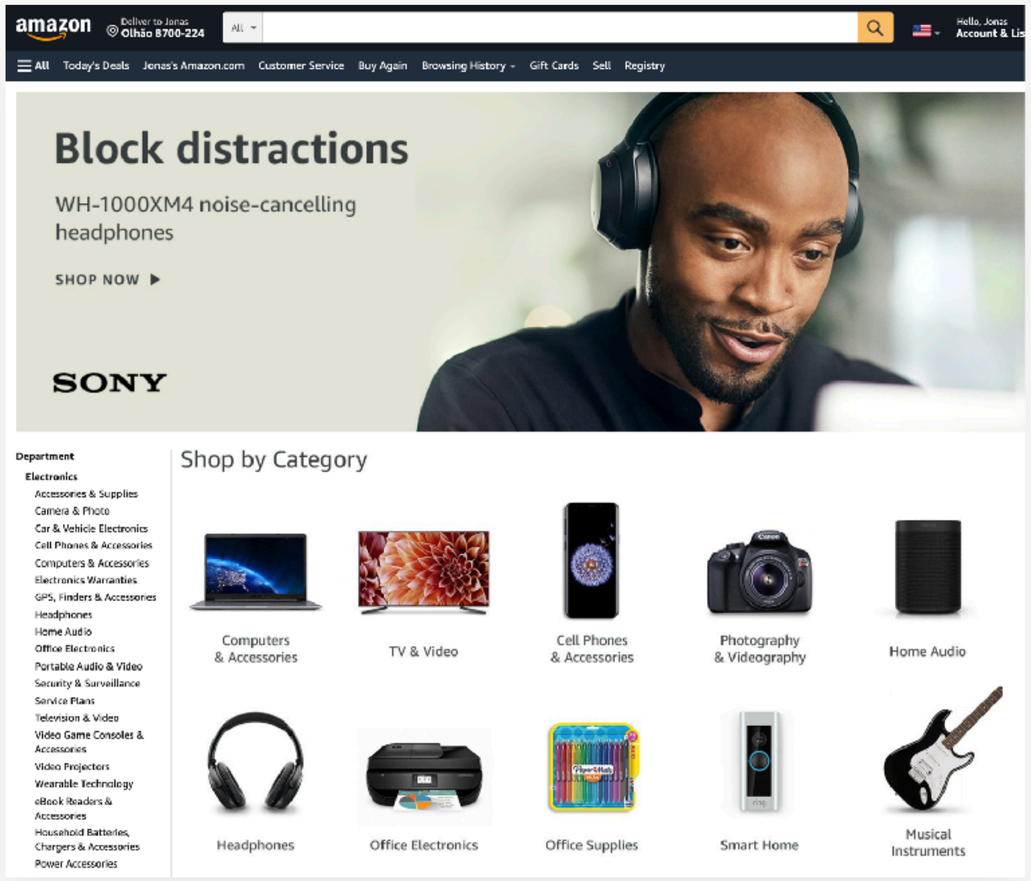


Highlighting an option in the product pricing table:

- 👉 Helps the **user** decide faster what is the best option ❤️
- 👉 Helps the **business** maximize revenue 💵

UX RULES FOR **USABILITY**

1 Don’t design complicated layouts. Don’t reinvent the wheel. **Use patterns that users know**



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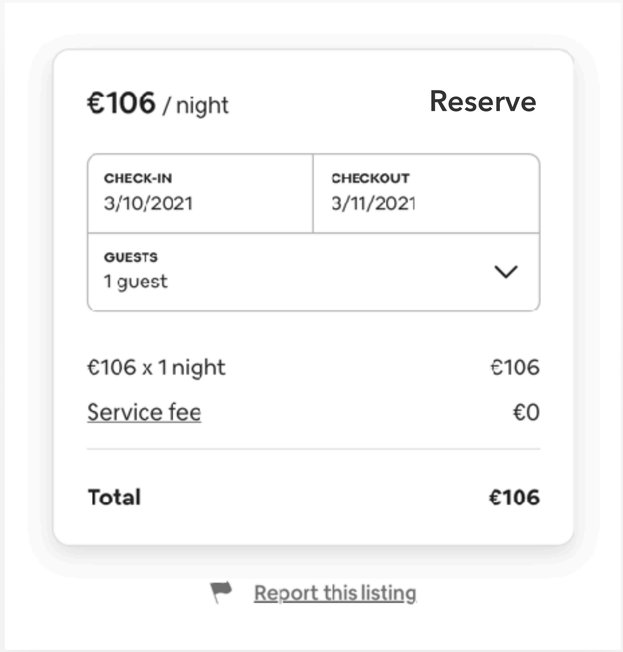
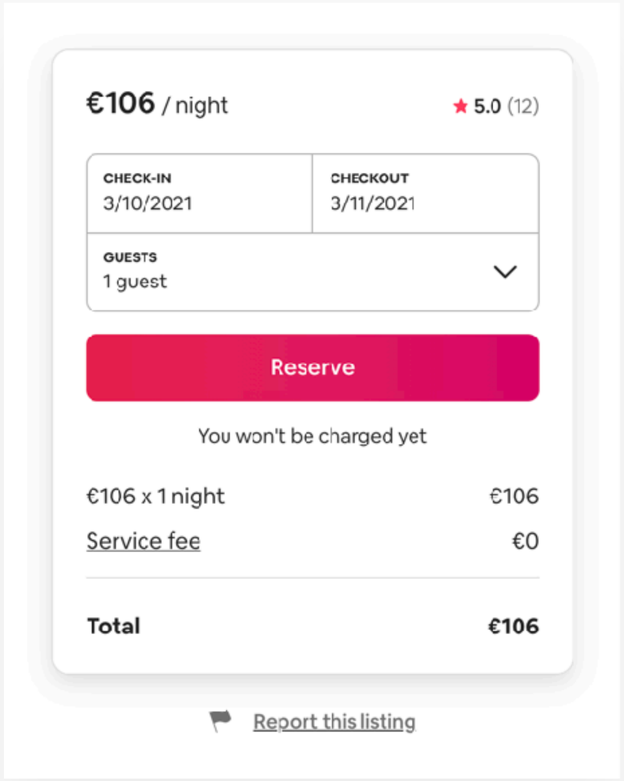
🤔



😃



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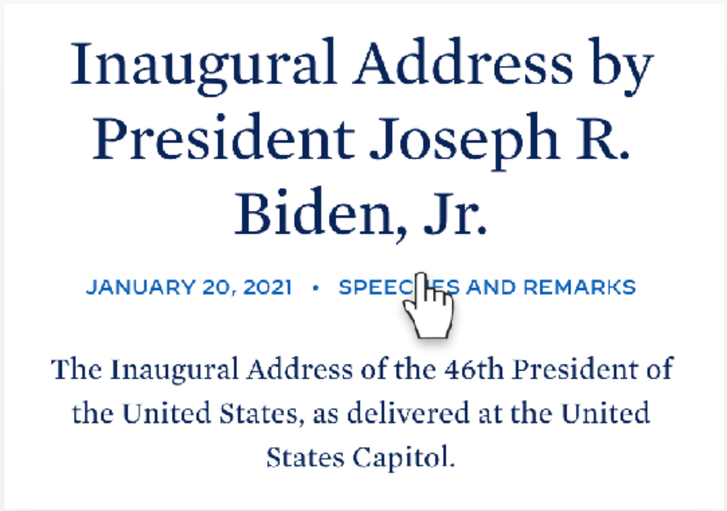
😀



😡

Looks 100% like a link, but isn’t one!

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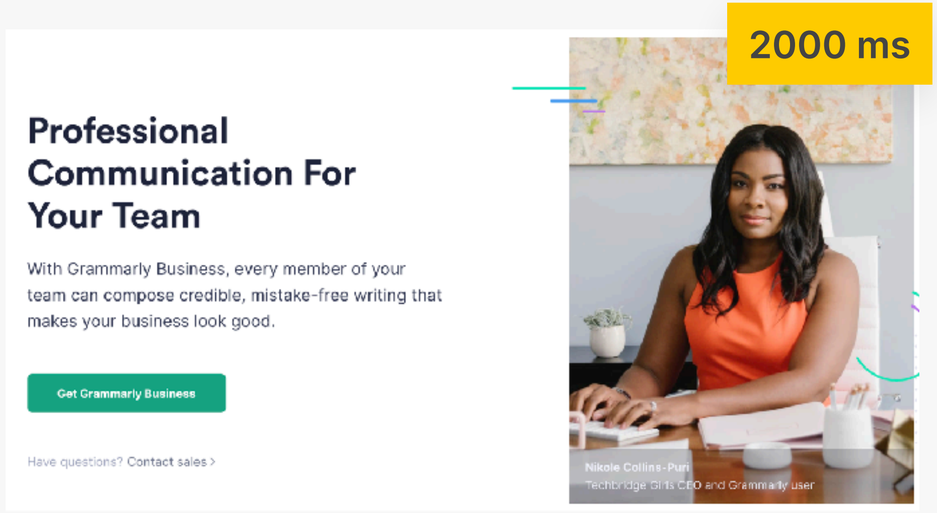

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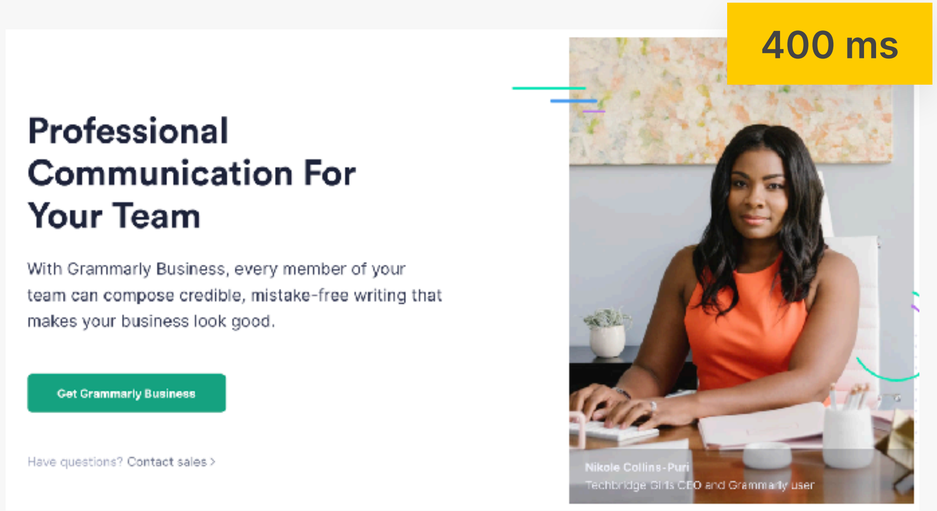

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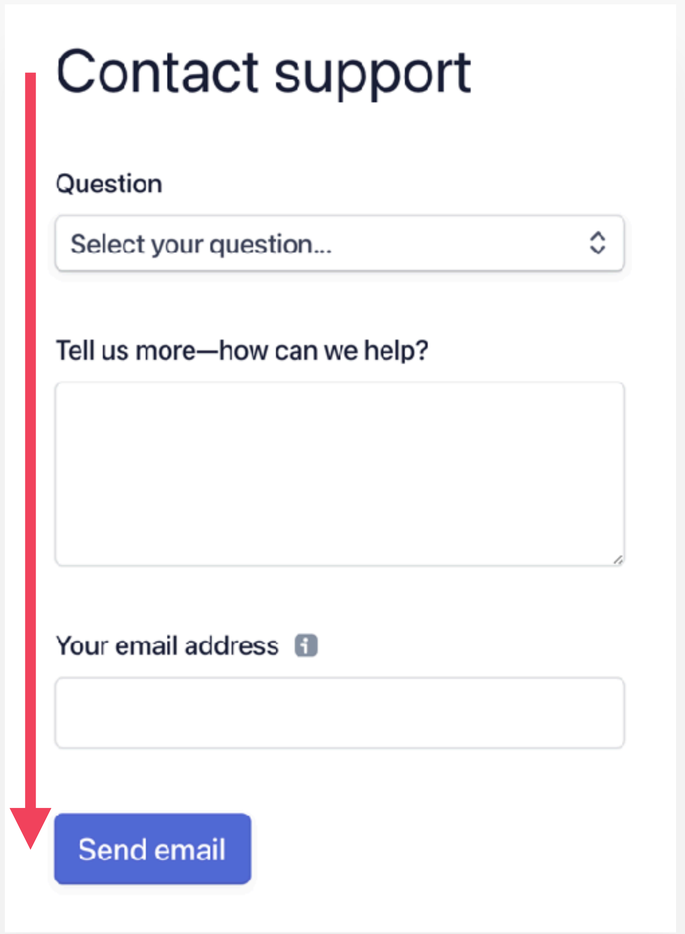

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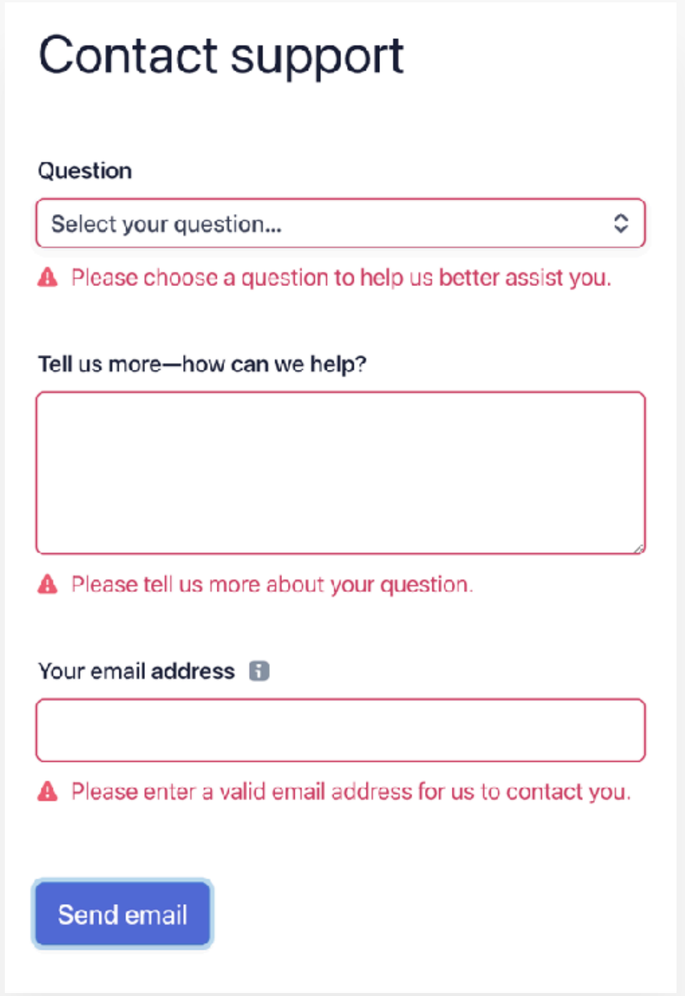

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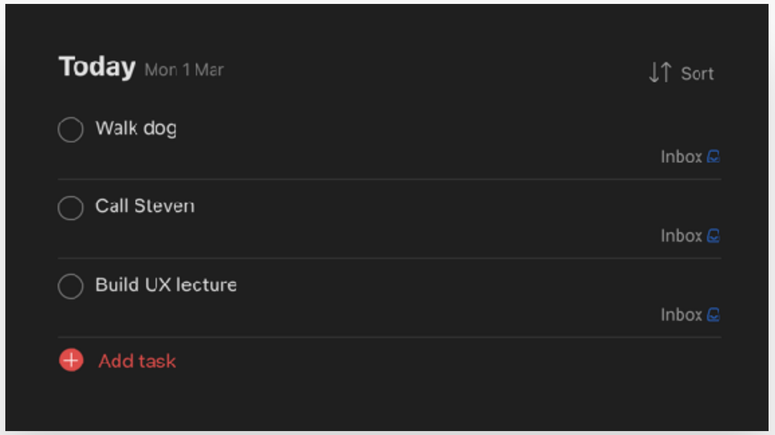
6. Offer users **good feedback** for all actions: form errors, form success, etc. *[web apps]*
7. Place action buttons where they will **create an effect** (law of locality) *[web apps]*

😃



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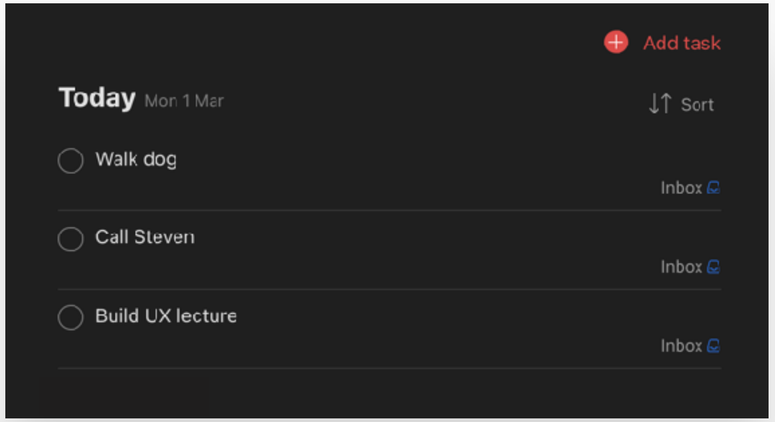

UX RULES FOR **WEBSITE CONTENT**

8 Use a **descriptive**, **keyword-focused headline** on your main page. Don't be vague or fancy!

😀

The AI assistant that grows your money.

Automate banner production in minutes

Greenlight makes it easy to leave feedback on any website.

The All-In-One Toolkit for Working Remotely.

🤔

Join the solar energy revolution

The way you work is evolving. Is your hiring software?

Meaningful Insights Without the Click of a Button.

Is design growing your product?

UX RULES FOR **WEBSITE CONTENT**

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9 Only include **relevant information**, efficiently! **Cut out fluff** and make the content 100% clear

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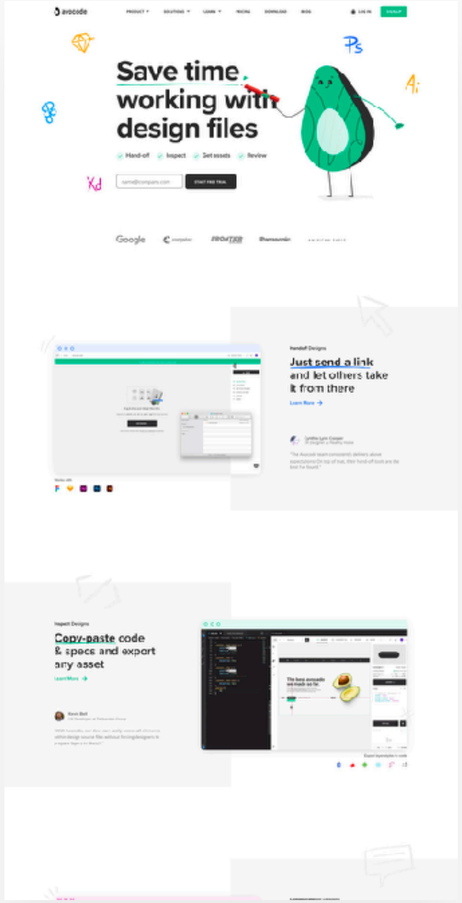

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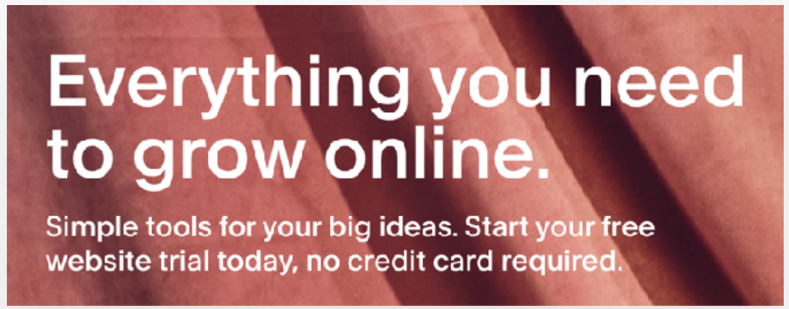

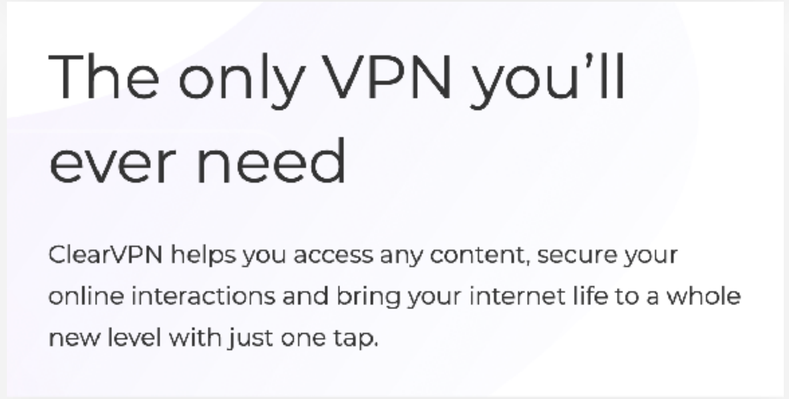

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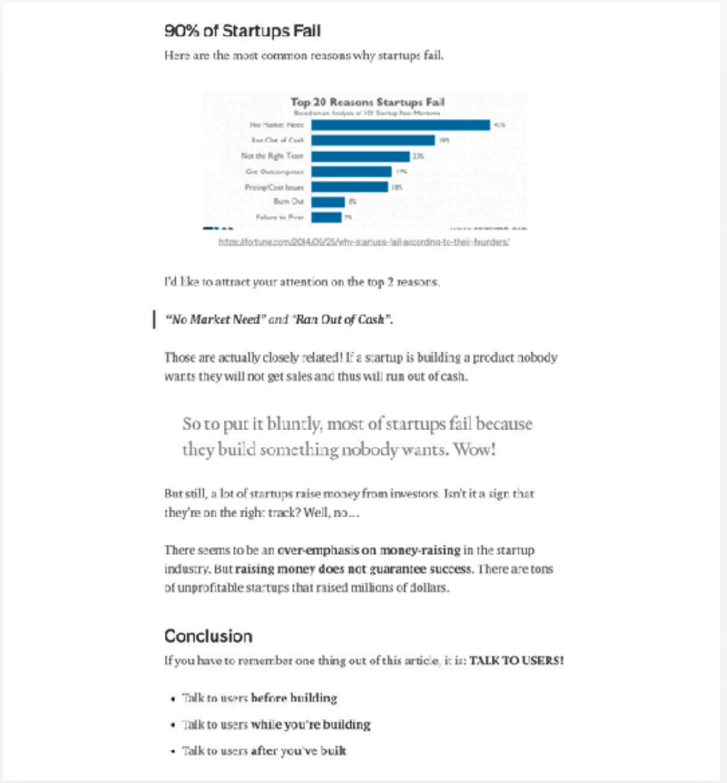
11 Break up long text with **sub-headings**, **images**, **block quotes**, **bullet points**, etc.



90% of Startups Fail

Here are the most common reasons why startups fail.

https://fortune.com/2014/09/25/why-startups-fail-according-to-their-founders/

I'd like to attract your attention on the top 2 reasons.

> ***"No Market Need"*** *and* ***"Ran Out of Cash"****.*

Those are actually closely related! If a startup is building a product nobody wants they will not get sales and thus will run out of cash.

> So to put it bluntly, most of startups fail because they build something nobody wants. Wow!

But still, a lot of startups raise money from investors. Isn't it a sign that they're on the right track? Well, no...

There seems to be an **over-emphasis on money-raising** in the startup industry. But **raising money does not guarantee success.** There are tons of unprofitable startups that raised millions of dollars.

Conclusion

If you have to remember one thing out of this article, it is: **TALK TO USERS!**

- Talk to users **before building**
- Talk to users **while you're building**
- Talk to users **after you've built**

😃

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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

@JONASSCHMEDTMAN

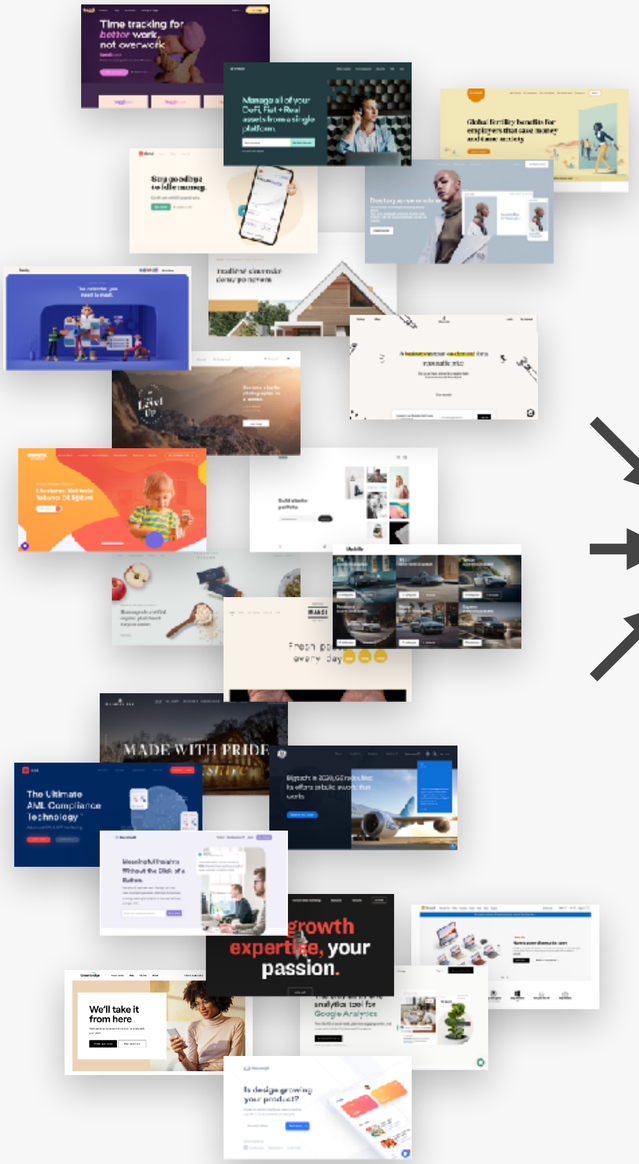
SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

THE WEBSITE-PERSONALITIES-FRAMEWORK

THE WEBSITE-PERSONALITIES-**FRAMEWORK**



100s of well-designed sites **deconstructed**

Distilled into **countless web design rules** that we just learned

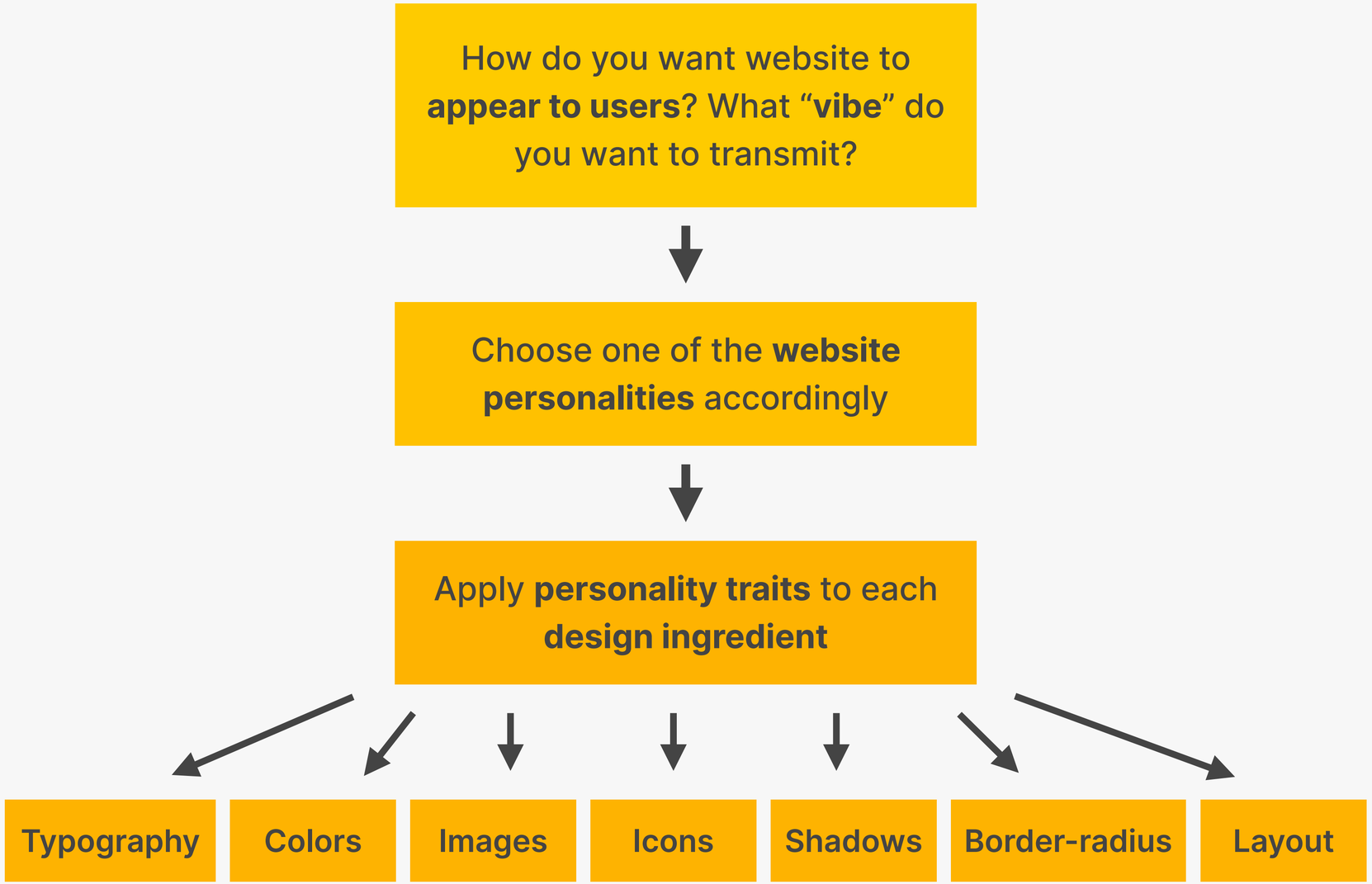
RULES SHOULD BE APPLIED ACCORDING TO SELECTED WEBSITE PERSONALITY

Distilled into **7 website personalities**

THE WEBSITE-PERSONALITIES-**FRAMEWORK**

THE 7 PERSONALITIES

1. Serious/Elegant
2. Minimalist/Simple
3. Plain/Neutral
4. Bold/Confident
5. Calm/Peaceful
6. Startup/Upbeat
7. Playful/Fun



PERSONALITY 01 – **SERIOUS/ELEGANT**

📋 **OVERVIEW** Design for luxury and elegance, based on **thin serif typefaces**, **golden or pastel colors**, and big high-quality images

🤷 **INDUSTRIES** Real estate, high fashion, jewelry, luxury products or services

Web design **ingredients** we learned about

✍️ **TYPOGRAPHY** Serif typefaces (especially in headings), light font weight, small body font size

🎨 **COLORS** Gold, pastel colors, black, dark blue or grey

🌄 **IMAGES** Big, high-quality images are used to feature elegant and expensive products

⚛️ **ICONS** 🤷 Usually no icons, but thin icons and lines may be used

👻 **SHADOWS** 🚫 Usually no shadows

🟠 **BORDER-RADIUS** 🚫 Usually no border-radius

🧩 **LAYOUT** A creative and experimental layout is quite common

SLOVENSKÝ DOM

KONTAKT

BÝVAME V SÚLADE S PRÍRODOU

Tradičné slovenské domy po novom

ZOBRAZIŤ PROJEKTY

ČO SLOVENSKÝ DOM ZNAMENÁ

Tradičná ľudová architektúra so sedlovou strechou v modernom prevedení

Tradičné a zároveň moderné

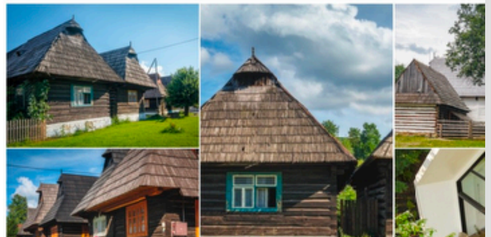
V duchu tradície s pridanou hodnotou moderných prvkov - ohľaduplnosť k prírode, okolitej zástavbe a ľudom

Čistý a prírodný interiér

Útulný a praktický ako stvorený pre rodinu - zdravé vnútorné prostredie plné slnka, radosti a pozitívnej energie

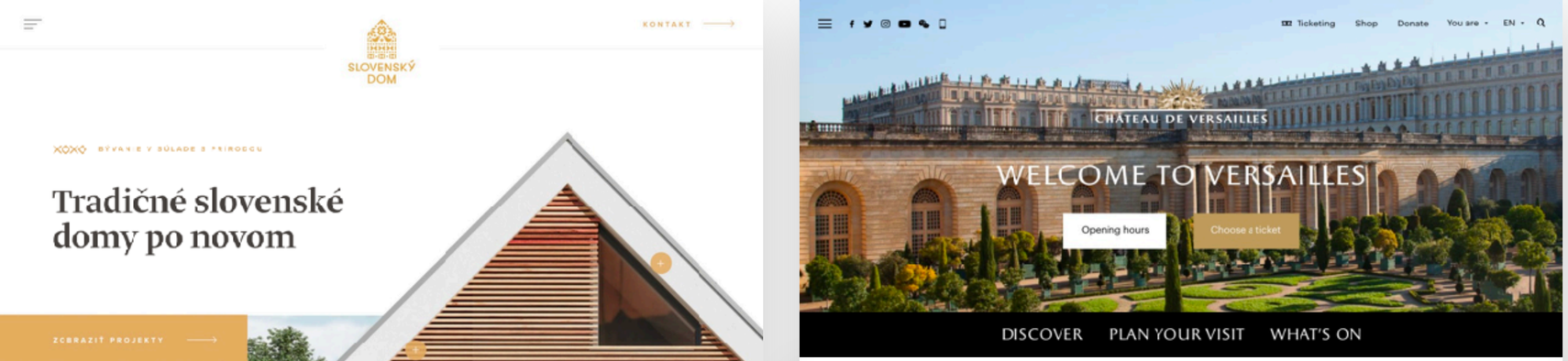
Industriál i retro v jednom

Správne použitie prvkov, materiálov a farebnosti, ktoré vytvárajú harmonické a moderné riešenie



Moderné slovenské domy s odkazom minulosti

Z úcty k predkom, ich intuitívnemu a múdremu prístupu výstavby, ale i spôsobe života, hodnôt a lásky



DISCOVER PLAN YOUR VISIT WHAT'S ON

02/07/2021 9°C - 13°C

THE PALACE
From the seat of power to a museum of the history of France
Closed

THE ESTATE OF TRIANON
A place of intimacy
Closed

THE GARDENS
The art of perspective
Closed

THE PARK
A haven of greenery
Open from 8:00 am to 6:00 pm
Attendance: low

THE ROYAL TENNIS COURT

THE ROYAL TENNIS COURT

On 20 June 1789, the Royal Tennis Court of Versailles played a major part in French history. From being a royal sports hall during the reign of Louis XIV, it became synonymous with the foundation of French democracy and will be forever linked to a key episode in the French Revolution.

LIFE ON THE ESTATE

GAMES AND SPORT AT VERSAILLES

A "green lung" just 16 kilometres from Paris, the estate managed by the Public Institution of the Palace of Versailles draws a great many nature lovers and sports enthusiasts every day. Make the most of this exceptional natural heritage on your own or with friends, as a family or a club.

LIFE ON THE ESTATE

ACQUISITIONS

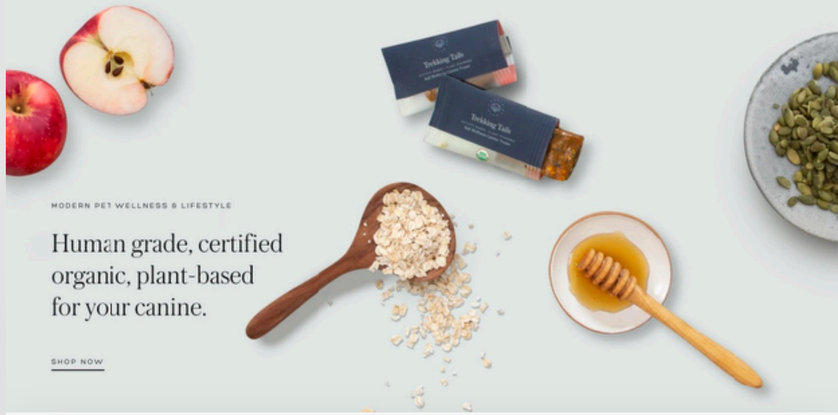
Discover the latest accuisitions by the Palace of Versailles.

22,000 ARTWORKS TO DISCOVER ONLINE

With 60,000 artworks, collections of Versailles illustrate 5 centuries of French History. This set reflects the dual vocation of the Palace once inhabited by the sovereigns and then a museum dedicated "to all the glories of France" inaugurated by Louis-Philippe in 1837.

BUY 3 OF ANY TREATS & SAVE $5 | DISCOUNT IN CART

SHOP SAMPLES TRIAL ABOUT HELP FETCHING FIELDS ACCOUNT CART (0)



MODERN PET WELLNESS & LIFESTYLE

Human grade, certified organic, plant-based for your canine.

SHOP NOW

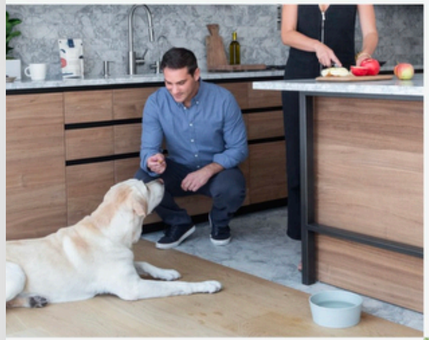
OUR PRODUCTS

Dig through our human-grade wellness and activity-based treat products to keep your pup happy and healthy.

SHOP NOW

Trekking Tails - Canine Treats
$19.50

On Vacay - Canine Treats
$19.50



ETHOS

From one dog lover to another

Fetching Fields began when our founder noticed a clear lack in healthful and socially responsible canine products.

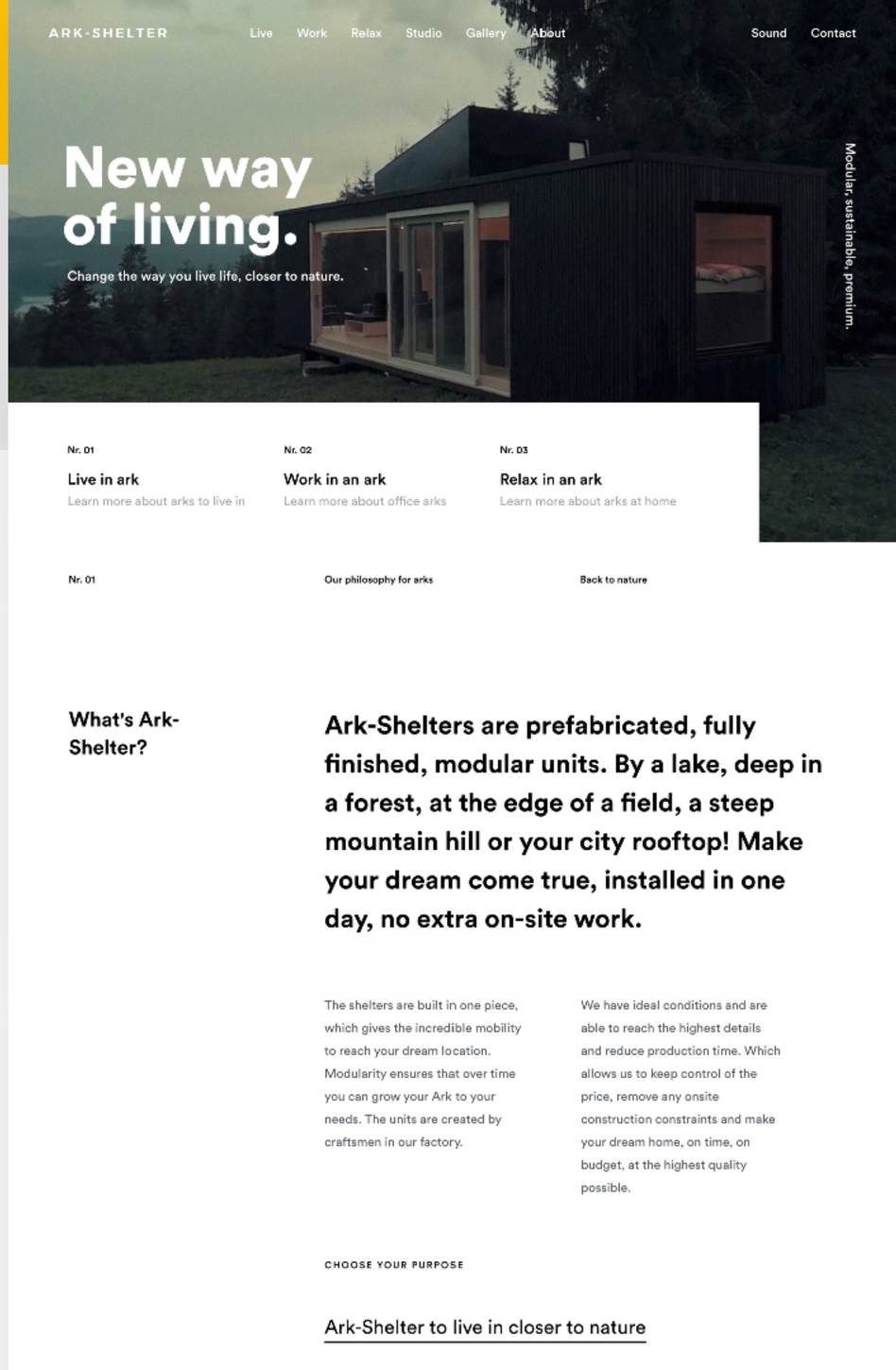
READ MORE

INGREDIENTS THAT MATTER

Organic, Plant-Based

PERSONALITY 02 – **MINIMALIST/SIMPLE**

📋 **OVERVIEW**	Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons
👩‍🎨 **INDUSTRIES**	Fashion, portfolios, minimalism companies, software startups
✍️ **TYPOGRAPHY**	Boxy/squared sans-serif typefaces, small body font sizes
🎨 **COLORS**	Usually black or dark grey, on pure white background. Usually just one color throughout the design
🌄 **IMAGES**	Few images, which can be used to add some color to the design. Usually no illustrations, but if, than just black
⚛️ **ICONS**	🤷‍♂️ Usually no icons, but small simple black icons may be used
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	Simple layout, a narrow one-column layout is quite common



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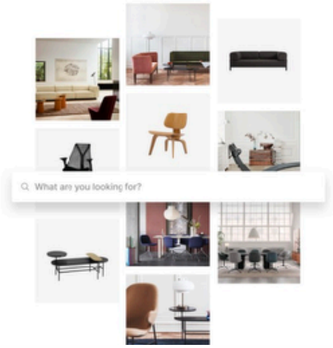

Find furniture for every type of project

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Browse millions of products from the world's leading brands.

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See trade pricing and lead times right away. No need to request a quote.

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Can't find it on Clippings? Add items from any website with the Clip Tool.

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Get free fabric, wood, marble and rug samples.

We work with...
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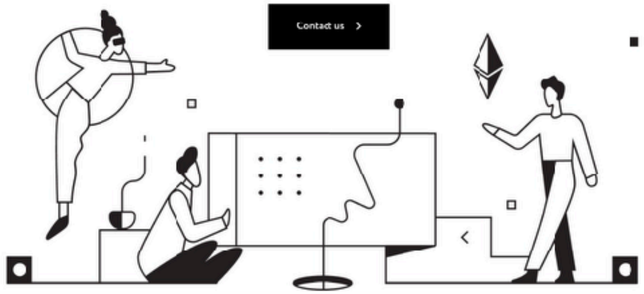
Pretty code by handsome people

Mobile, AR, VR, AI, Blockchain — we have it

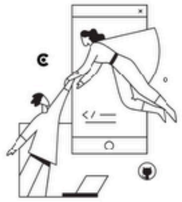


Here's why our clients trust us

Rated 5.0 on Clutch +

94% employee retention rate −
Happy employees build happy software. Hire a team that cares about giving you stellar results.

50+ successful projects +



9000+ stars on GitHub +

1.5 years of cooperation on average +

100% office-based team +

Services

Hire a team of programming experts and design professionals to design, develop, and deploy your project.

It doesn't matter whether your task regards smart contracts, iOS/Android development, or VR kits like Oculus Rift and HTC Vive — our team will help push your project from idea to deployment.

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Your own dedicated development team built according to your needs

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HI! I AM TOMÁŠ SEBASTIÁN.

Designer with badass skills based in Prague.

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JUST IN CASE I WILL BE FAMOUS

FOLLOW ME

Somewhere between staring at the screen and tilting my head the magic is done.

I'm Tomáš Sebastián Steinhübel, a digital designer born&raised in Bratislava, Slovakia. Currently, I'm looking for a skillful team to join and learn some new badass skills while creating functional design. Pleased to meet you already.

However through my design journey I've been taught to ignore the nagging self-doubt, shut it down and ship it when needed. Fortunately, instead of grumbling I let the free flow happen.

PERKS OF HIRING ME

More than a designer

Keep it stupid

I like to keep my work simple, minimal with eye-catching details and stunning typography.

Award-winner

Not yet. But with a combination of winning attitude and high ambition I'll be a future game changer

Keen to learn

You know how to eat an elephant? Bite by bite. That's how I learn. One small thing. Every. Single. Day.

Work hard

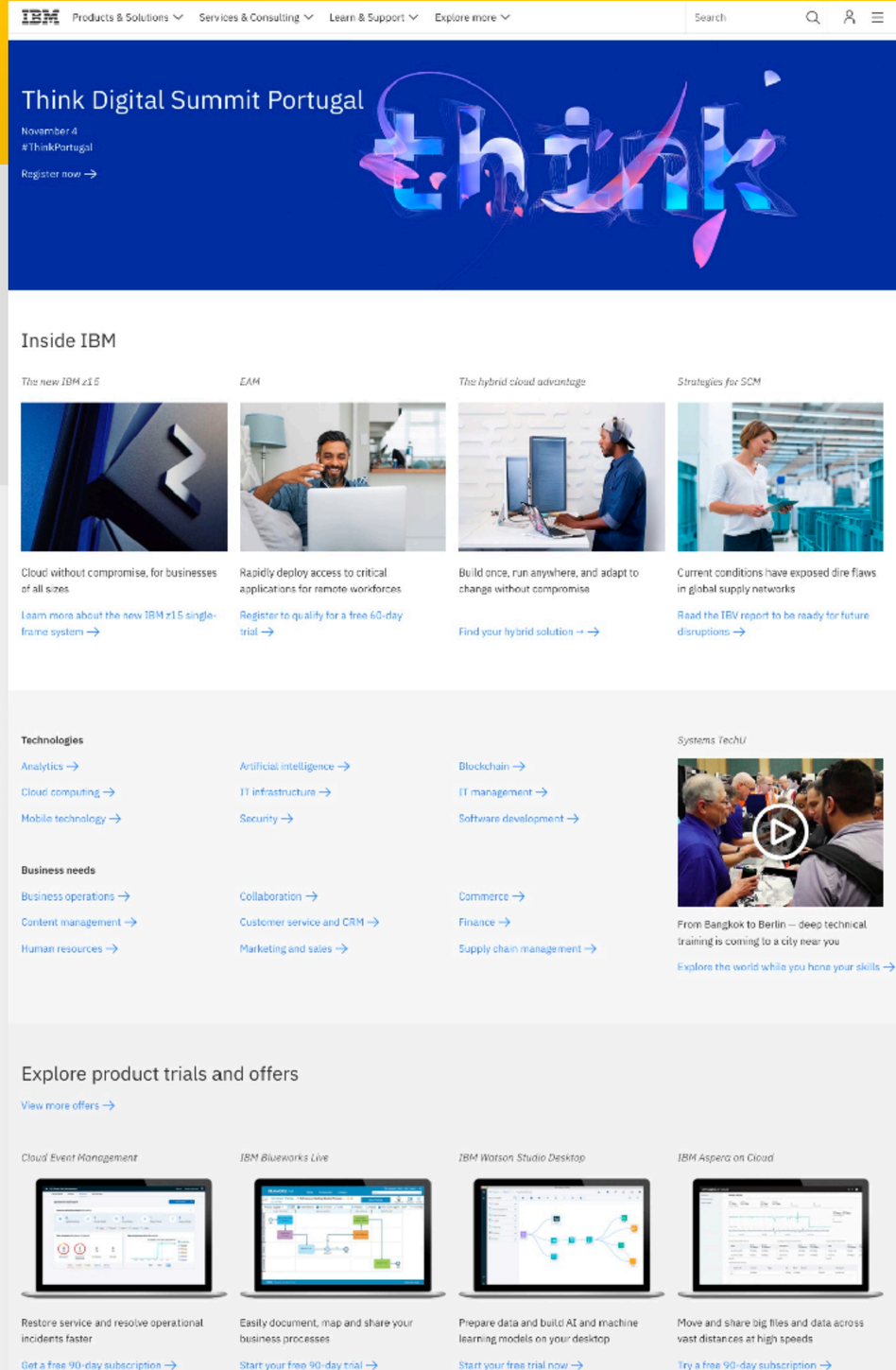
What would be the point of

Play hard

I love cold beer, tasty food,

PERSONALITY 03 – PLAIN/NEUTRAL

📋 **OVERVIEW**	Design that gets out of the way by using **very neutral and small typefaces**, and a boxy, structured, and condensed layout
🤷‍♀️ **INDUSTRIES**	Well-established corporations, companies that don't want to make an impact through design
✍️ **TYPOGRAPHY**	Neutral-looking sans-serif typefaces are used, and text is usually small and doesn't have visual impact
🎨 **COLORS**	Safe colors are employed, nothing too bright or to washed-out. Blues and blacks are common
🌄 **IMAGES**	Images are frequently used, but usually in a small format
⚛️ **ICONS**	🤷‍♂️ Usually no icons, but simple icons may be used
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	Structured and condensed layout, with lots of boxes and rows



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Select Surface devices are on sale now—save while supplies last. For help choosing the right Surface, book a personal shopping appointment with a Microsoft Store associate.

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Shop tablets, laptops, all-in-ones, gaming PCs, and more.
Find your next PC

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Xbox Game Pass Ultimate
Xbox Live Gold and over 100 high-quality console and PC games. Play together with friends and discover your next favorite game.
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Introducing Microsoft Viva
Discover the new employee experience platform designed to help people connect, focus, learn, and thrive at work.
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Learn more

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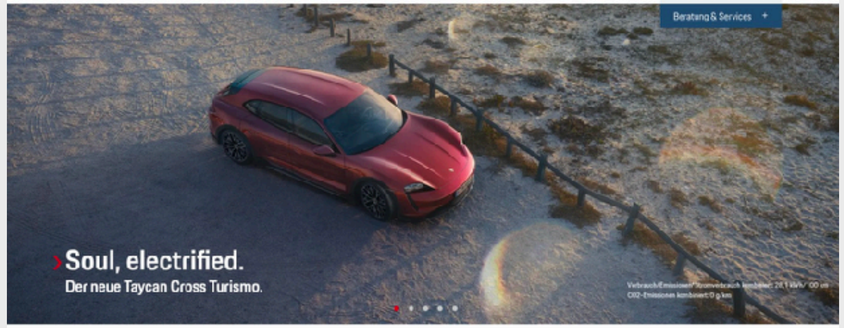
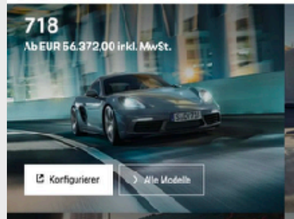
Händlersuche (PLZ) | Suchbegriff eingeben | Car Configurator | Beratung & Services

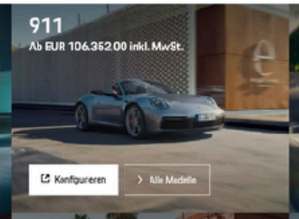


Soul, electrified.
Der neue Taycan Cross Turismo.

Modelle



718
Ab EUR 56.372,00 inkl. MwSt.
Konfigurieren | Alle Modelle



911
Ab EUR 106.362,00 inkl. MwSt.
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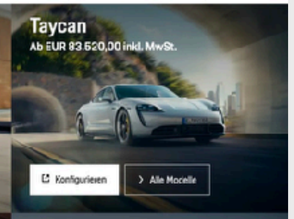

Taycan
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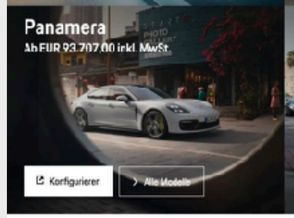

Panamera
Ab EUR 93.707,00 inkl. MwSt.
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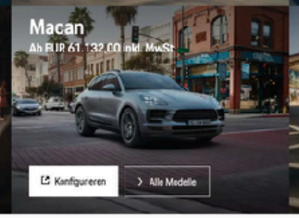

Macan
Ab EUR 61.132,00 inkl. MwSt.
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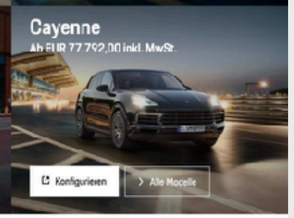

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A home built *around you*

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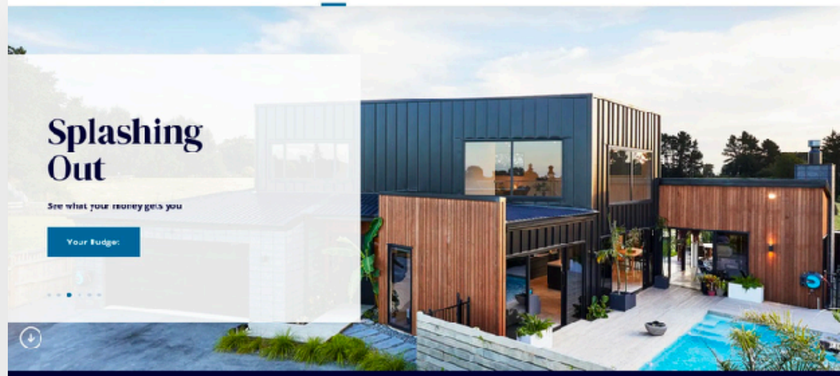

Splashing Out
See what your money gets you
Your Budget

A home built *around you*

Get Inspired

Take a visual tour of some of the wonderful homes that we have created for our clients.

Browse the gallery
Understand your budget
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Locations

Proudly New Zealand owned and operated with a nationwide network in several locations.

View locations

Every Design Builders home is *unique*

We design and build one-off architectural homes throughout the North Island. No existing plans, templates, or catalogues. Instead, we work with you to create a unique home designed and built just for you, inspired by you.

The homes we create are all different, but they start the same way: with a blank sheet of paper and a client who wants a great original home.

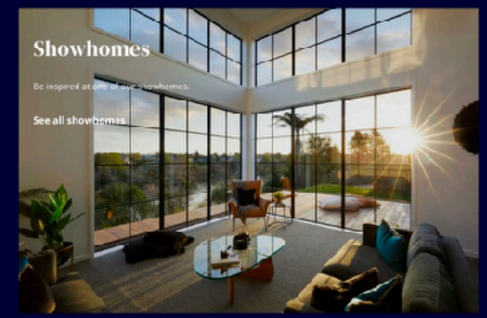
You might think that a home designed and built the way you want is out of your reach, but with Design Builders, you can afford to think differently. Our process is built around you including your budget.

Lets Talk

Showhomes

Be inspired at one of our showhomes.

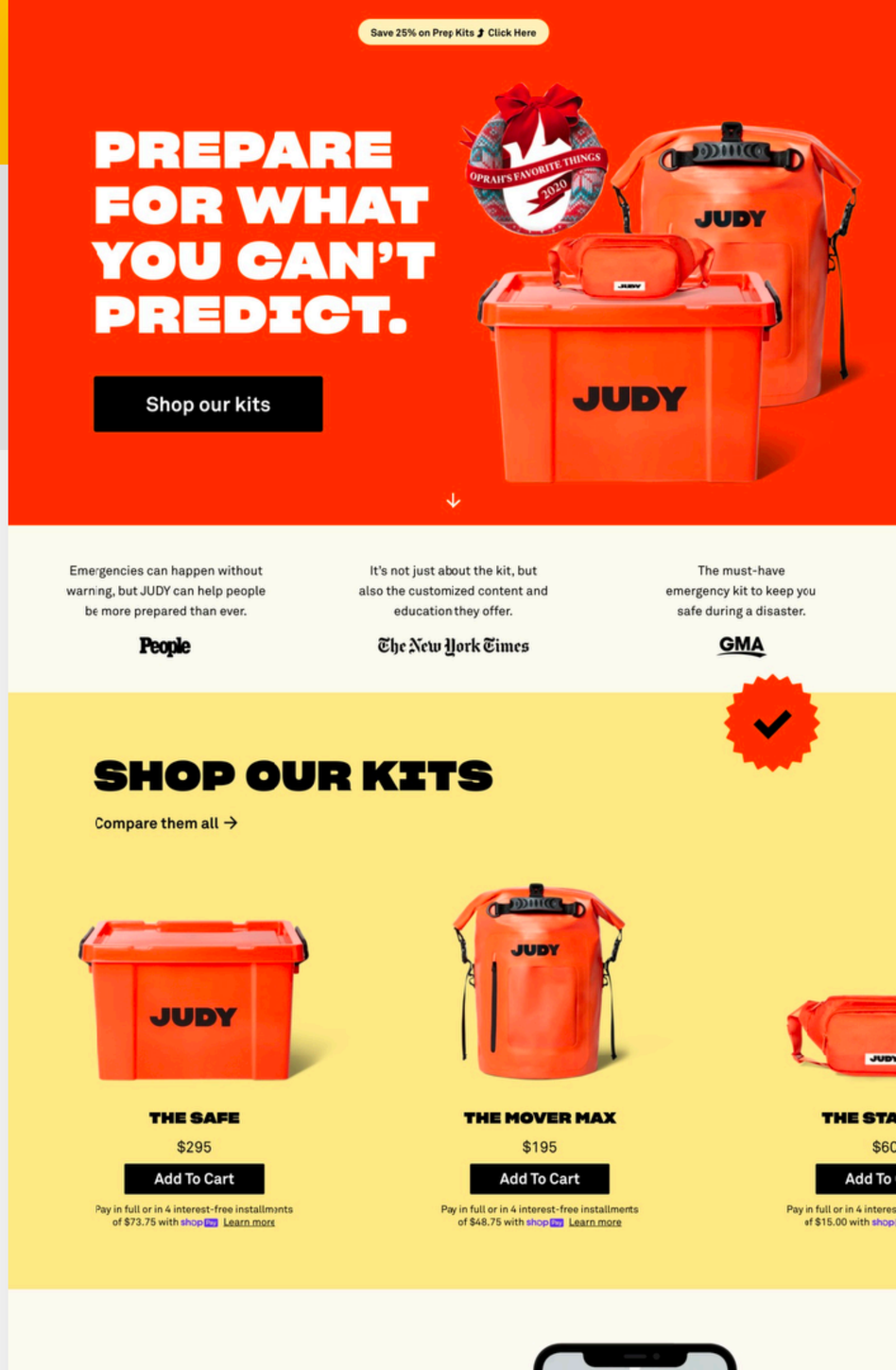
See all showhomes



News & Events

PERSONALITY 04 – **BOLD/CONFIDENT**

📋 **OVERVIEW**	Design that makes an impact, by featuring **big and bold typography**, paired with confident use of **big colored blocks**
👩‍🎨 **INDUSTRIES**	Digital agencies, software startups, travel, “strong" companies
✍️ **TYPOGRAPHY**	Boxy/squared sans-serif typefaces, big and bold typography, especially headings. Uppercase headings are common
🎨 **COLORS**	Usually multiple bright colors. Big color blocks/sections are used to draw attention
🌄 **IMAGES**	Lots of big images are usually displayed
⚛️ **ICONS**	🚫 Usually no icons
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	🤷‍♂️ All kinds of layouts, no particular tendencies



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Join the 100+ companies relying on Dover to find the best talent

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> We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.
>
> Nicholas Bruno
> Talent, Forge

Read the case study ›

We discover candidates you actually want to talk to.

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates who are the best possible fits.

> Dover helped us hire two phenomenal engineers for our first DevOps and Test roles. The product held up our high quality bar — and working with their team was fantastic!

Our growth expertise, your passion.

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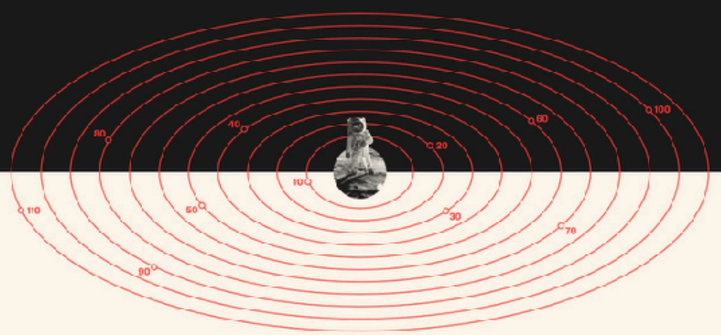

Audacious goals, smashed.

From marketing strategy and leadership through execution and results, Matter Made produces reliable growth for scale-ups and large enterprises.

the impact of many.

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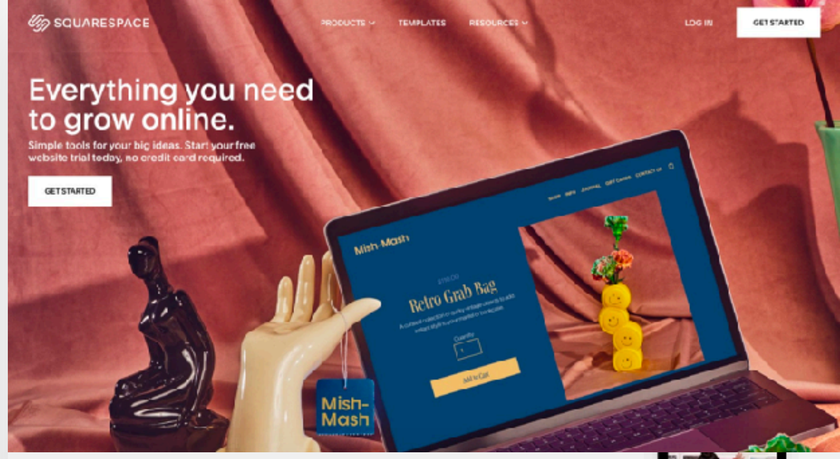
GET STARTED



Create a website.

Start with award-winning templates, then customize to fit your style and professional needs.

Portfolio
Blog
Online Store
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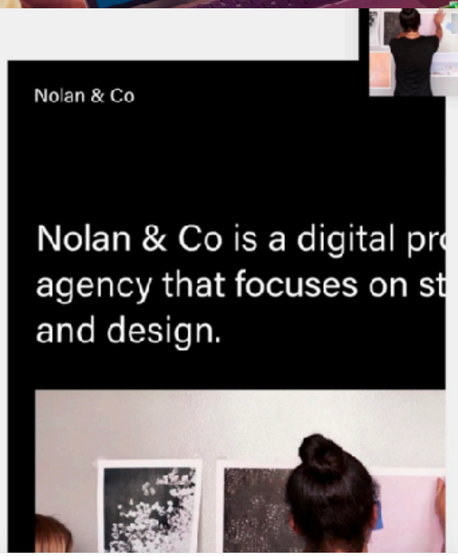
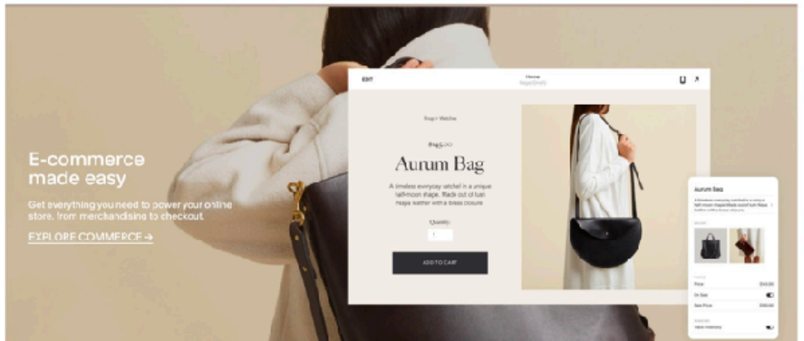
ALL TEMPLATES →

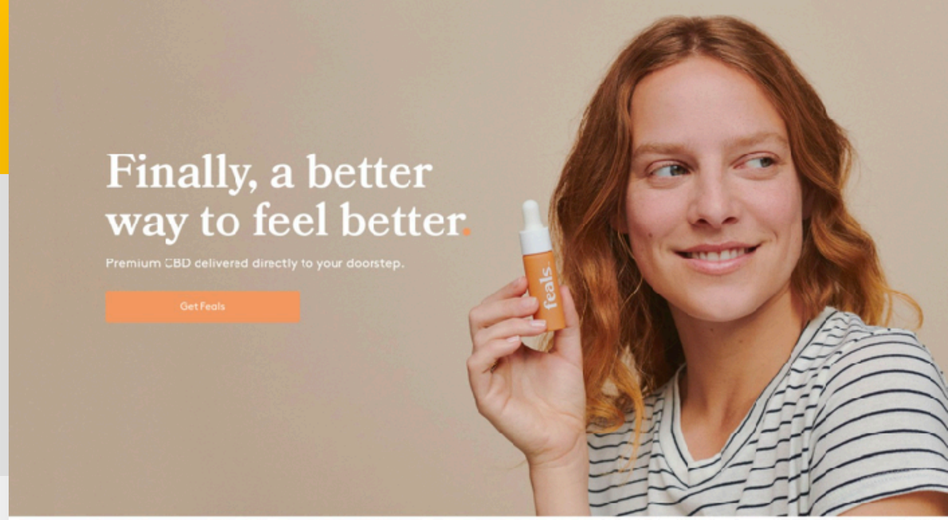


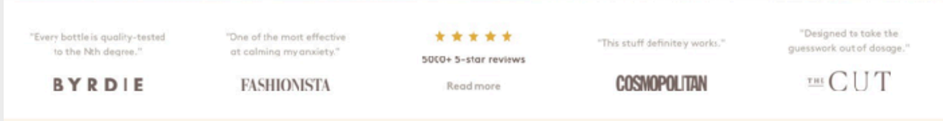
Sell online.

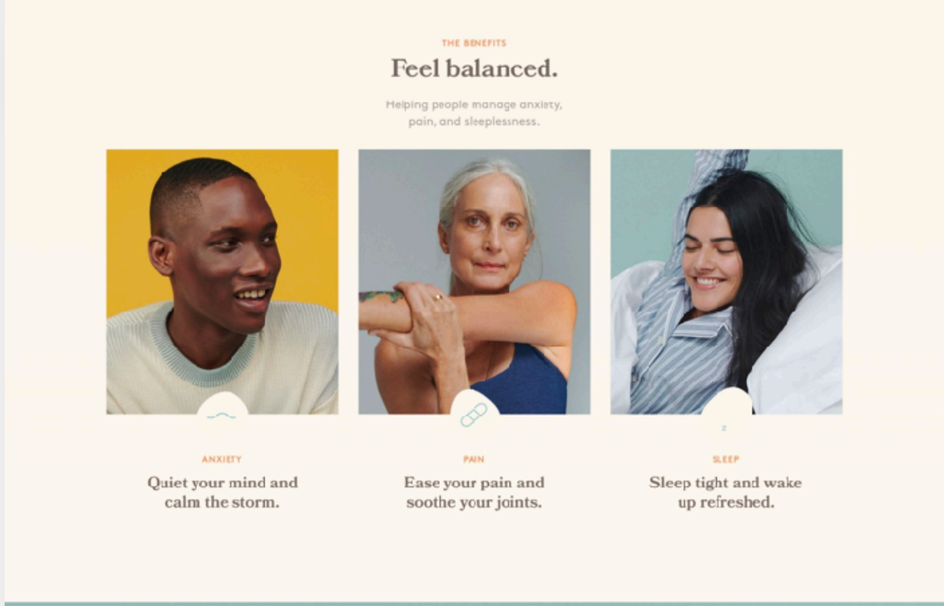


PERSONALITY 05 – **CALM/PEACEFUL**

📋 **OVERVIEW**	For products and services that care about the consumer, which is transmitted by **calming pastel colors** and **soft serif headings**
👩‍🔬 **INDUSTRIES**	Healthcare, all products with focus on consumer well-being
✍️ **TYPOGRAPHY**	Soft serif typefaces frequently used for headings, but sans-serif headings might be used too (e.g for software products)
🎨 **COLORS**	Pastel/washed-out colors: light oranges, yellows, browns, greens, blues
🌄 **IMAGES**	Images and illustrations are usual, matching calm color palette
⚛️ **ICONS**	✅ Icons are quite frequent
👻 **SHADOWS**	🤷‍♂️ Usually no shadows, but might be used sparingly
🟠 **BORDER-RADIUS**	✅ Some border-radius is usual
🧩 **LAYOUT**	🤷‍♂️ All kinds of layouts, no particular tendencies







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care/of

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Find the right vitamins, protein, and now collagen too, personalized just for you.

Take the quiz

Browse all products

Healthy doesn't have to be hard. We make it easy.

Take the quiz
Tell us a little about yourself. We're good listeners.

Get nutrients that work
Get your personalized recommendation. Backed by science and delivered to you.

Stick with it long term
Keep the conversation going. We'll adjust as your health needs change.

A routine tailored to you

We'll help you create a health plan with vitamins, supplements, and more that help you feel your best today and support you long-term.

Anne's plan

Full-time mom

Anne's daughter keeps her busy, but she tries to work out and eat healthy most days.

- PROBIOTICS for digestion*
- PROTEIN for post-workout recovery*
- ELECTROLYTES to support hydration*

We're with you

MINDFUL @ Work

CERTIFICATION

Space for you to breathe.

A global community of expert teachers and dedicated practitioners who are all about spreading goodness.

Since its inception, MNDFL has been at the forefront of the modern mindfulness movement, providing meditation experiences and relevant mindfulness content for the modern human.

MNDFL @ WORK | CERTIFICATION

THE WALL STREET JOURNAL. VOGUE The New York Times WELL+GOOD BuzzFeed

BENEFITS OF MEDITATION

We enable you to feel good.

Reduce stress

Become BFF with your mind and learn how to effectively cope with the tough stuff - like anxious thoughts and difficult emotions. Fill present moment awareness. Bye, Obsessiveness.

Increase productivity

Let's face it, there is so much work to be done in the world and it can be overwhelming. Create mental and emotional space so you can show up more fully for both your internal and external world.

Reduce depression

Studies show that meditation, especially when paired with exercise, can lead to a 40% decrease in depression. Turns out that the mind body connection is real - as is science.

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Say goodbye to idle money.

Earn 4% yield with DeFi-powered saving.

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Connect your bank account and start saving in under 5 minutes.

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4% APY through the power of decentralized finance.

Secure
Over $3+ million earning interest safely thanks to best-in-class lending partners.

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Automate your saving in under 5 minutes, then brag about it to your friends.

Learn more

1 **Deposit**
Link your bank account to add funds instantly.

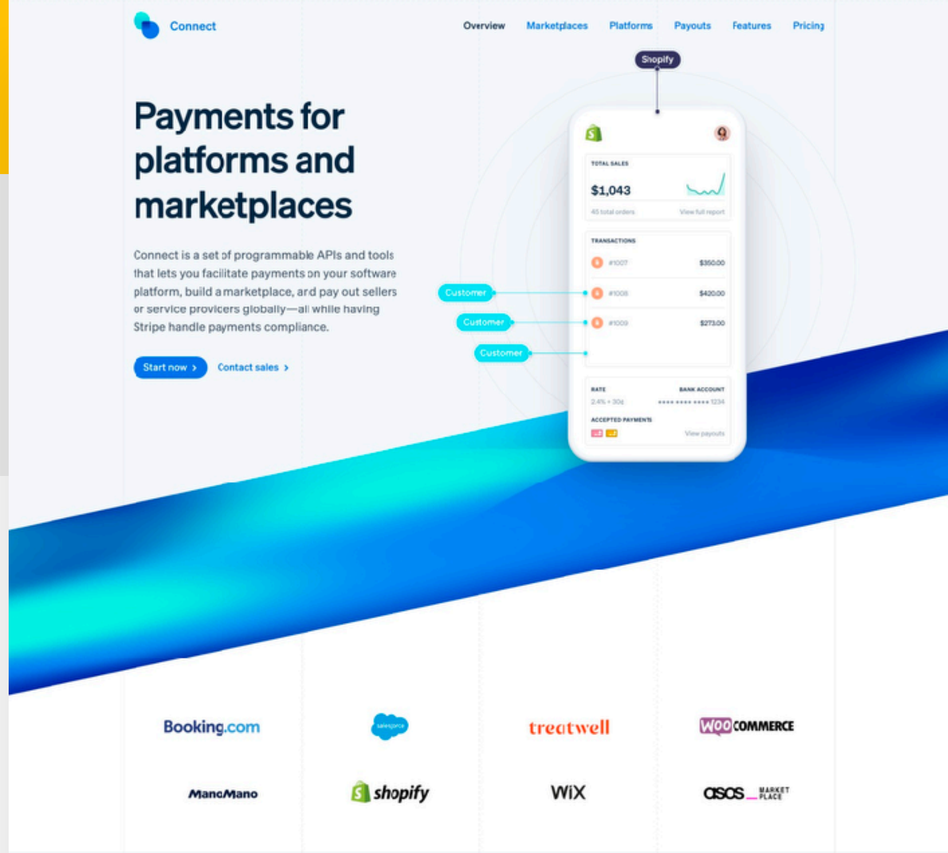
2 **Automate**
Collect spare change or schedule recurring deposits.

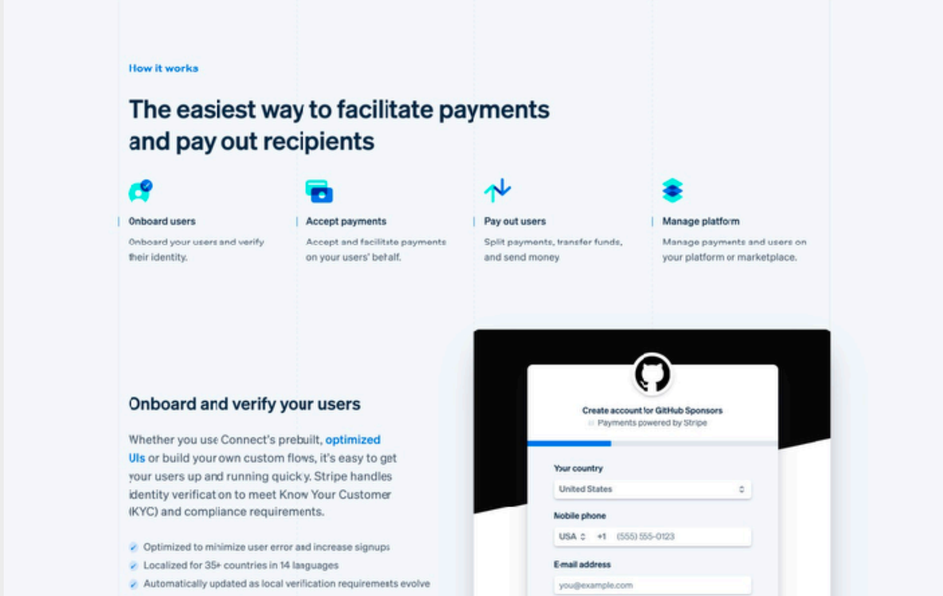
3 **Earn Yield**
Generate fixed or variable interest in real time at rates up to 20x your bank.

4 **Cash Out**
Move your savings in and out freely with no fees or fixed terms.

PERSONALITY 06 – STARTUP/UPBEAT

📋 **OVERVIEW**	Widely used in startups, featuring **medium-sized** sans-serif typefaces, **light-grey backgrounds**, and rounded elements
👩‍💻 **INDUSTRIES**	Software startups, and other modern-looking companies
✍️ **TYPOGRAPHY**	Medium-sized headings (not too large), usually one sans-serif typeface in whole design. Tendency for lighter text colors
🎨 **COLORS**	Blues, greens and purples are widely used. Lots of light backgrounds (mainly gray), gradients are also common
🌄 **IMAGES**	Images or illustrations are always used. 3D illustrations are modern. Sometimes patterns and shapes add visual details
⚛️ **ICONS**	✅ Icons are very frequent
👻 **SHADOWS**	✅ Subtle shadows are frequent. Glows are becoming modern
🟠 **BORDER-RADIUS**	✅ Border-radius is very common
🧩 **LAYOUT**	Rows of cards and Z-patterns are usual, as well as animations





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Create an interface that drives value by teaming up with our studio to rethink and design it.

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Great interfaces set your business up for growth

The numbers are in. Digital products with great user experience far outperform those without. That is why successful tech startups are investing in top-notch user interfaces. Here's why you should too.

Boost productivity

Make your product more valuable to your users by boosting their productivity through optimised UX.

Increase confidence

Seamless UX and slick UI increases customers confidence in your application's ability as a whole.

Scale your product

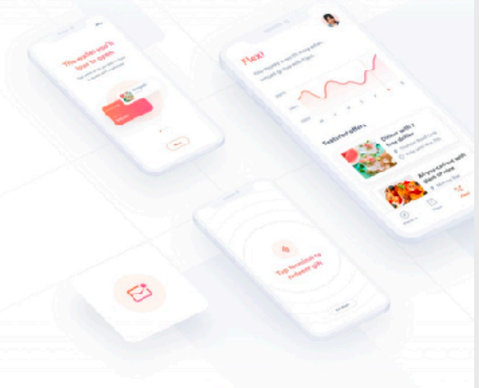
Rapidly scale up your product without sacrificing quality by implementing a design system.

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

Making complex applications seemingly simple is what we do best

Robin Humphreys
Co-founder



Native mobile apps

Beautiful native iOS & Android apps that deliver polished user experience.

SaaS applications

Feature-driven applications in the cloud that are optimised for self-service.

Enterprise software

Complex and robust software solutions that feel bespoke and intuitive.

grammarly business

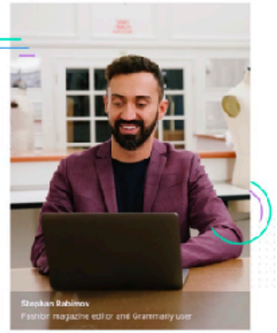
Pricing Solutions Security My Grammarly

Professional Communication For Your Team

With Grammarly Business, every member of your team can compose credible, mistake-free writing that makes your business look good.

Get Grammarly Business

Have questions? Contact sales

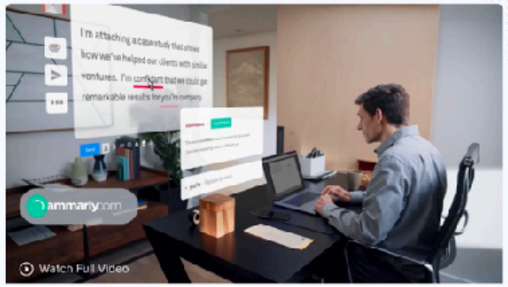


Trusted by teams at: CISCO Expensify DELL Expedia Magento

Hey, Connor here I'll be your trusted human advisor from Grammarly! How can I help?

Your Writing Reflects Your Business

Every email, web page, and social media post makes an impression on your customers. With Grammarly, you can be confident it's the right impression.



Go Beyond Spelling and Grammar

High-quality writing is more than just mechanics. Grammarly Business goes deeper with real-time suggestions for improving readability, word choice, writing style, and tone.

Correctness

Eliminate grammar, spelling, and punctuation errors.

Clarity

Make every sentence concise and easy to follow.

Engagement

Find vivid words to enliven each and every message.

Appropriate tone

Choose the right tone and formality level.

Align Your Team With Your Company's Style

With Grammarly Business, you can create a company style guide to keep every team member's communication clear and on-brand.

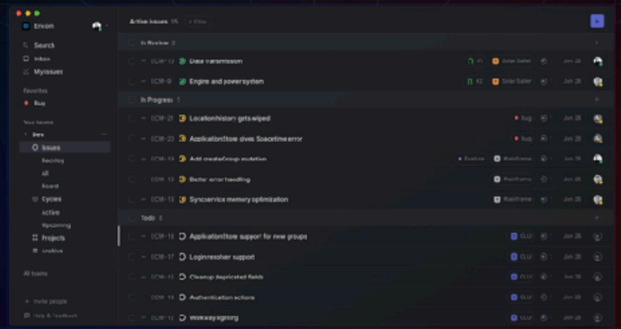
Linear Method Changelog About us Pricing We're hiring Twitter Log in Sign up

Linear Release 220312 • Series A | See what's new →

The issue tracking tool you'll enjoy using

Linear helps streamline software projects, sprints, tasks, and bug tracking. It's built for high-performance teams.

Sign up for free →



POWERING NEXT-GEN COMPANIES

Compound Retool graphcms render askSpoke

MERCURY dribbble Albert draftbit

An experience you'd expect from a professional tool.

Opinionated and designed for daily use

< 100ms

Built for speed

Synchronized in real-time across all users. No spinners or waiting.

Keyboard first design

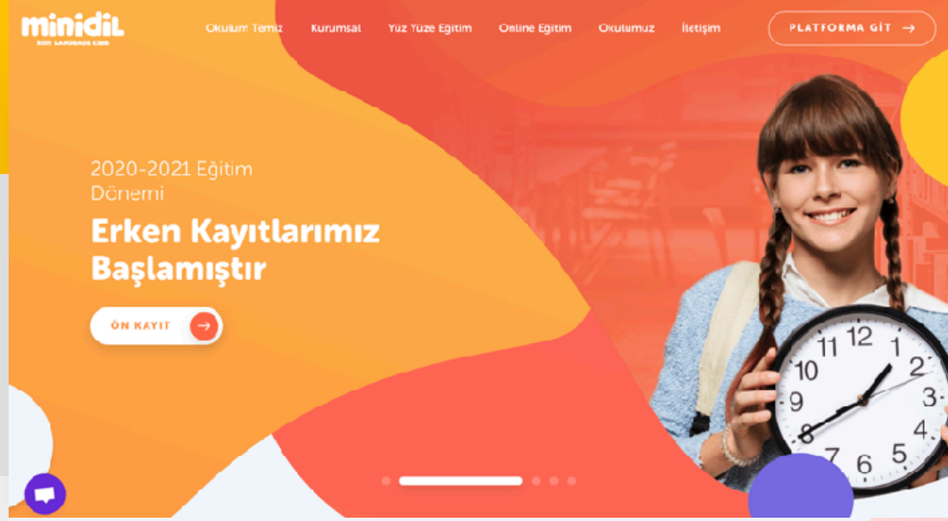
Optimized for efficiency with extensive keyboard shortcuts.

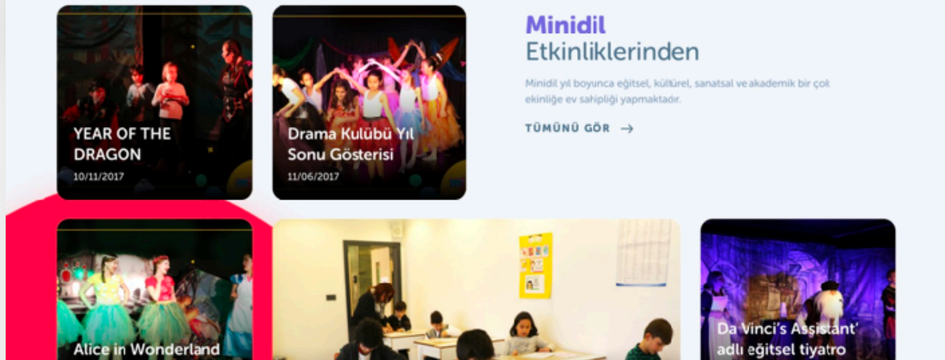
For software teams

Created by software people for software product teams.

PERSONALITY 07 – **PLAYFUL/FUN**

📋 **OVERVIEW**	**Colorful and round** designs, fueled by **creative elements** like hand-drawn icons or illustrations, animations, and fun language
👩‍🏭 **INDUSTRIES**	Child products, animal products, food
✍️ **TYPOGRAPHY**	Round and creative (e.g. handwritten) sans-serif typefaces are frequent. Centered text is more common
🎨 **COLORS**	Multiple colors are frequently used to design a colorful layout, all over backgrounds and text
🌄 **IMAGES**	Images, hand-drawn (or 3D) illustrations, and geometric shapes and patterns are all very frequently used
⚛️ **ICONS**	✅ Icons are very frequent, many times in a hand-drawn style
👻 **SHADOWS**	✅ Subtle shadows are quite common, but not always used
🟠 **BORDER-RADIUS**	✅ Border-radius is very common
🧩 **LAYOUT**	🤷‍♂️ All kinds of layouts, no particular tendencies





Custom Printed T-Shirts

Real Thread makes it easy to order super soft, stylish custom printed t-shirts that get your message into the world.

Browse products +

Contact a printing pro

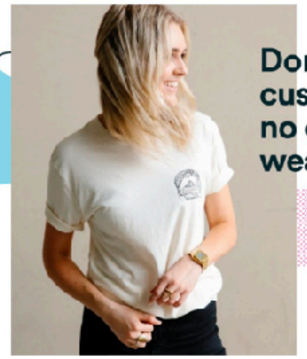
Help stop COVID-19

Order blank or custom branded face masks today

Low minimums
Order as few as 20 shirts to get your project started.

Lightning fast delivery
Try our 2-day service and get your shirts by February 3

Money back guarantee
Count on us being on time with each and every order.



Don't settle for custom shirts no one will wear.

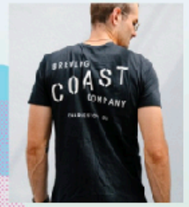
Your brand is too valuable to print on scratchy, ill fitting shirts that no one will wear.

Real Thread's library of soft shirts, unique print options, and simple order process make it easier than ever to order shirts you'll love and wear proudly.

Talk to a human
Our team of apparel experts are always an email, phone call, or even a click away. Seriously, try us

See how we do it

Our Products



Styles
- Short Sleeve Tees
- Tank Tops
- Long Sleeves
- Hoodies
- Face Masks New

View all products

Add-On Services
- Tag Printing
- Hem Tags
- Poding & Polybagging
- Foil Printing
- Hang Tags

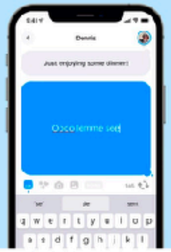
See all add-ons

Honk

Real-time messaging.

Honk is the all-new way to chat with your friends in real time, with messages shown live as you type.

App Store



Stop Waiting Around for Messages

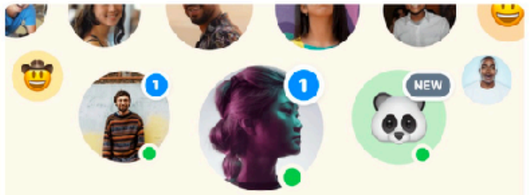
hey

Live Typing
Goodbye sending. Hello typing. Messages appear live as you type.

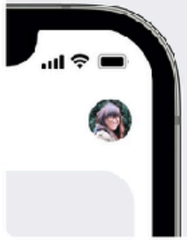
No Send Button
Never hit send again. Just type a message and clear it to say something new.

No Chat History
Only two live messages, instead of thousands that build up over time.

React in Real-Time with Huge Emojis



Keep Your Friends Close
See when all your friends are online and free to chat.



Be Present

Always know when someone's in a chat with you – and the moment they leave.

Just Honk

To get someone's attention fast, just Honk them. Once, twice, or as many times as you want.

Join Honk

Get Honk on iOS and stay updated via Twitter.

App Store Twitter

© 2021 Lua Felix Engineering

FAQs Support Terms Privacy Twitter Discord Press Status

SHOP ABOUT US LEARN A PUP ABOVE FIND A STORE 0

YOUR DOG'S BEST LIFE IN EVERY BITE.

SHOP ALL

ONLY THE BEST IN OUR BOWLS

HIGH PROTEIN
11G PROTEIN IN EVERY 130 KCAL

LOW CARB
4G CARBS IN EVERY 100 KCAL

YUMMY NATURAL GRAVY
RICH IN COLLAGEN AND HEALTHY AMINO ACIDS

★★★★★ SHOP NOW ★★★★★ SHOP NOW ★★★★★ SHOP NOW ★★★★★ SHOP NOW

Ruth & Javier
Lola's parents and business partners

Lola
Chief PupOfficer & Co-founder

BY DOG PARENTS FOR DOG PARENTS.

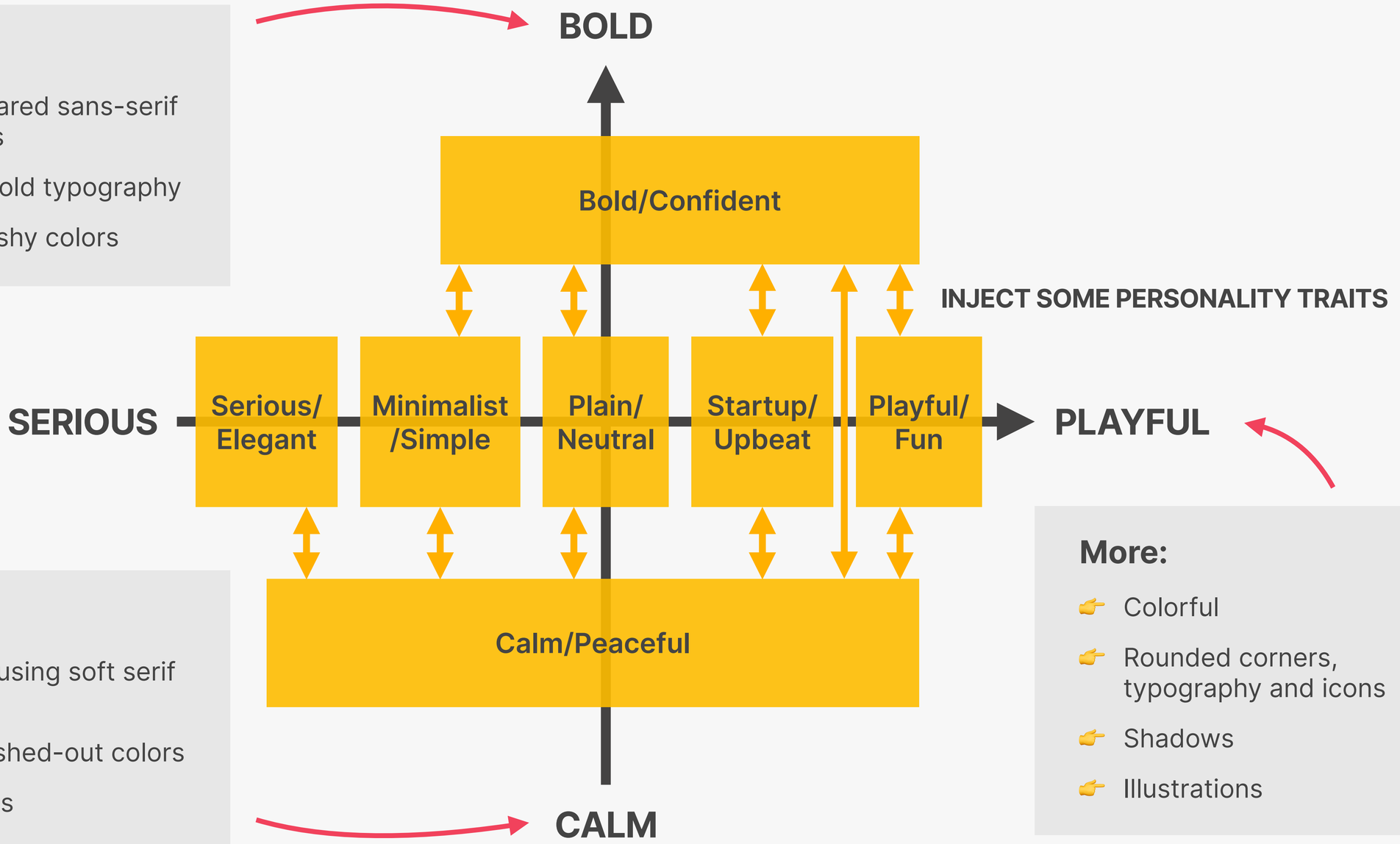
Ruth, Javier & Lola

READ OUR STORY

ADVANCED: COMBINING **PLAYFULNESS** AND **BOLDNESS**

More:

- 👉 Boxy/squared sans-serif typefaces
- 👉 Big and bold typography
- 👉 Bright/flashy colors

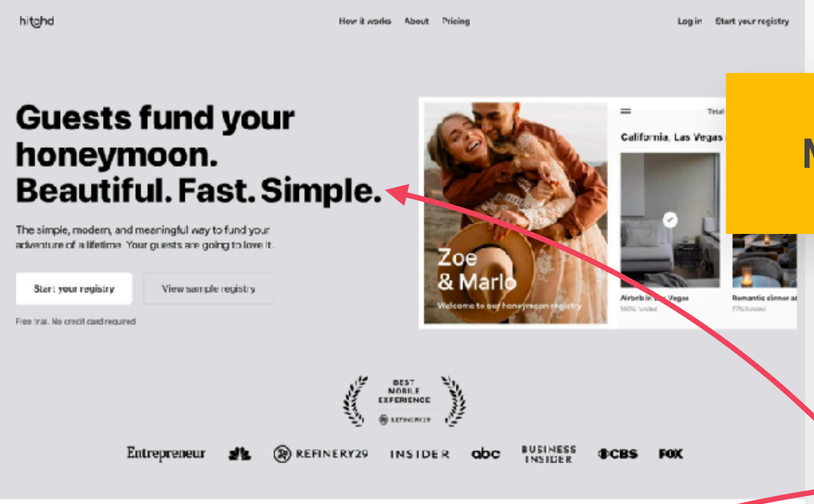


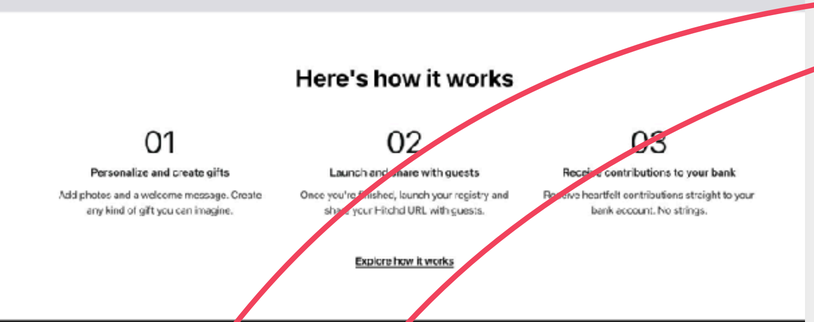
More:

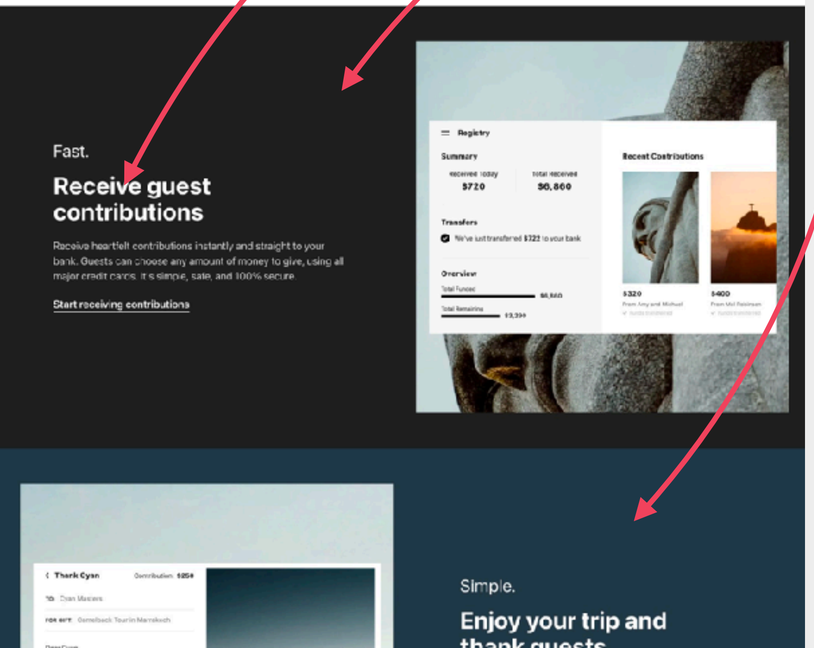
- 👉 Headings using soft serif typefaces
- 👉 Pastel/washed-out colors
- 👉 Illustrations

More:

- 👉 Colorful
- 👉 Rounded corners, typography and icons
- 👉 Shadows
- 👉 Illustrations







MINIMALIST/SIMPLE

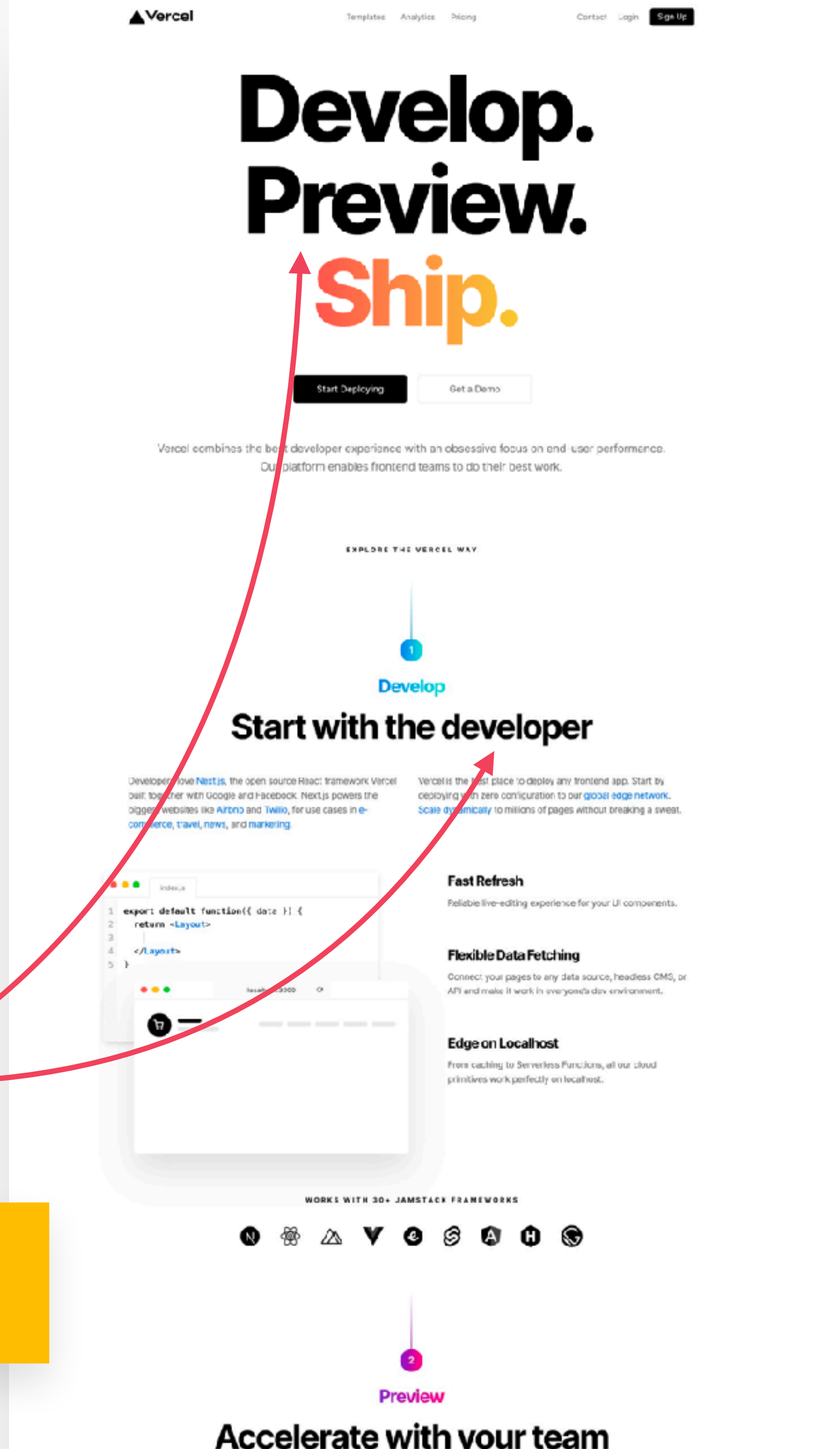
BOLD/CONFIDENT

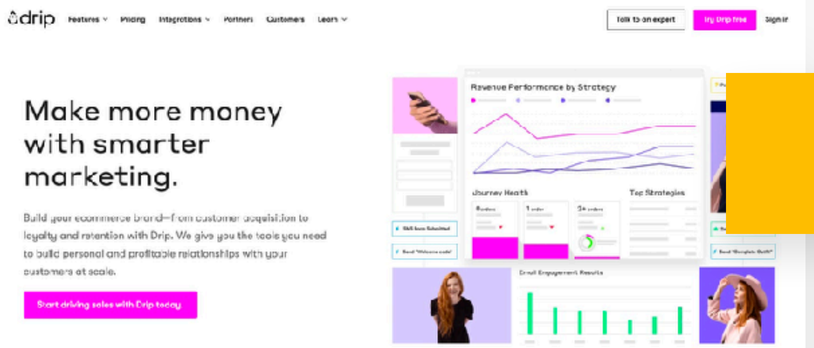
- 👉 Big and bold typography
- 👉 Big color blocks

BOLD/CONFIDENT

- 👉 Very boxy typeface
- 👉 Big and bold typography

STARTUP/UPBEAT

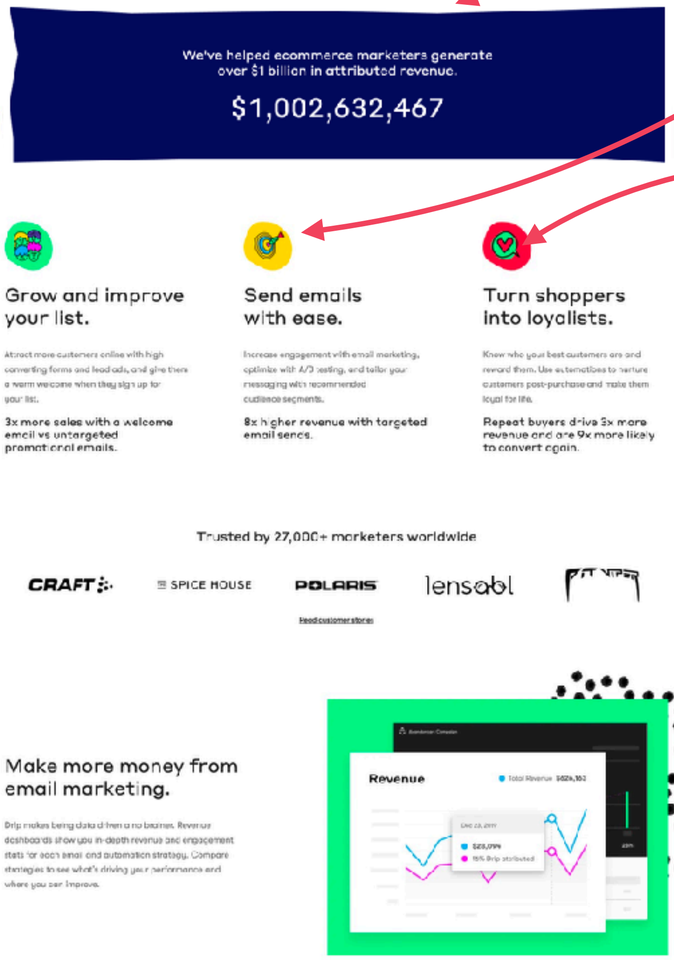




BOLD/CONFIDENT

PLAYFUL/FUN

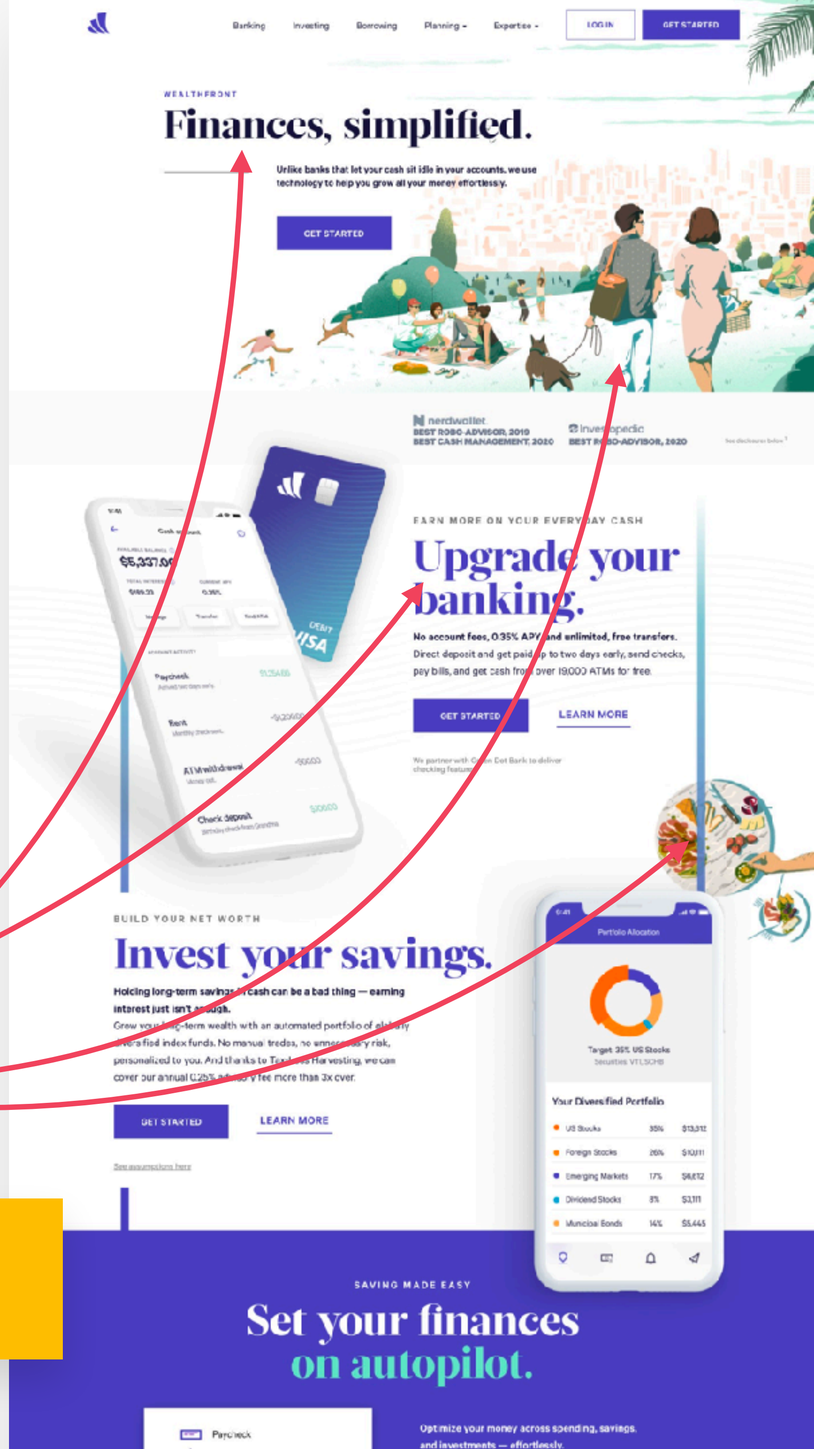
- 👉 Irregular round design elements
- 👉 Hand-drawn icons and patterns

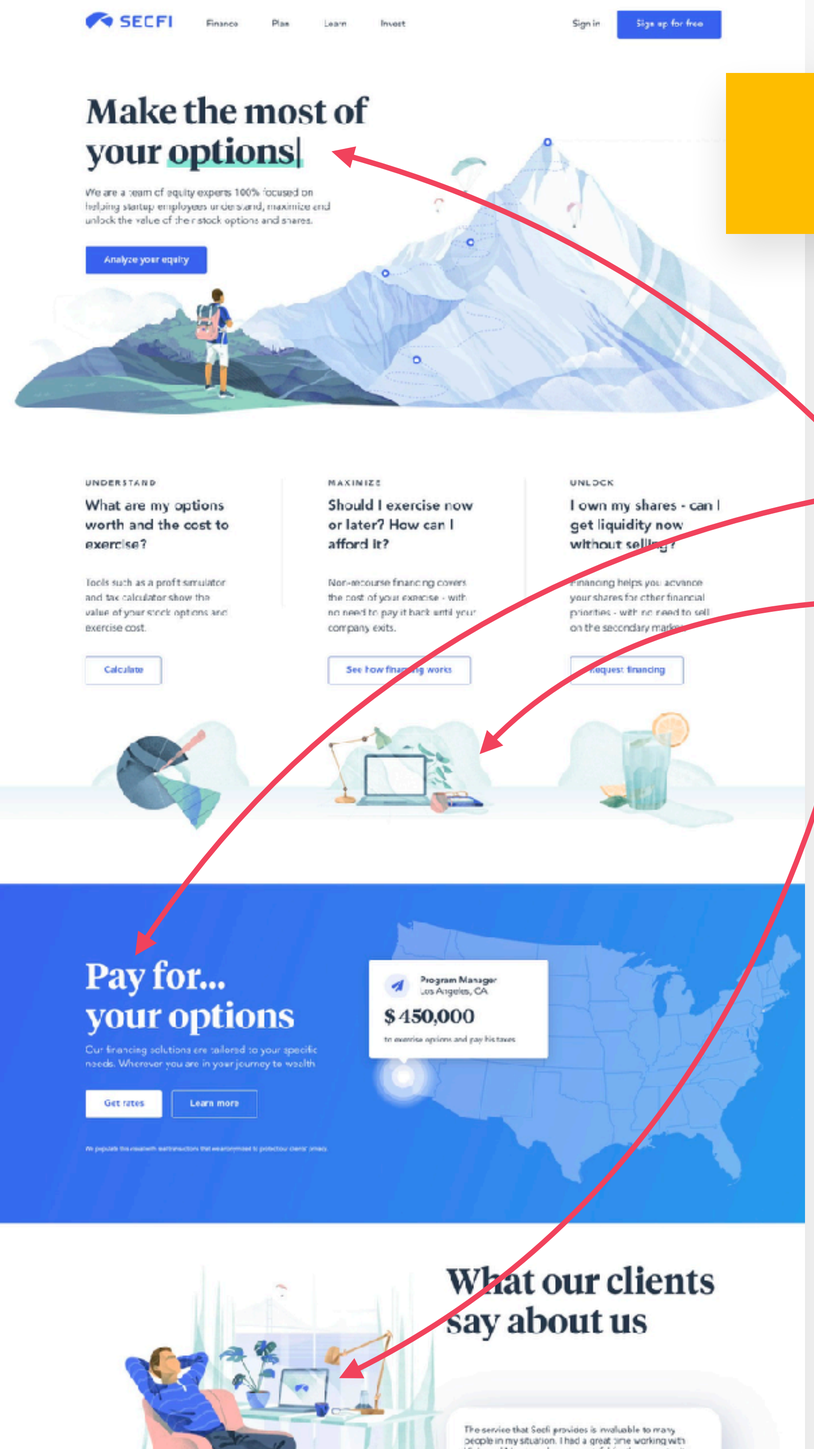


CALM/PEACEFUL

- 👉 Headings using soft serif typefaces
- 👉 Illustrations in calming pastel colors

BOLD/CONFIDENT





STARTUP/UPBEAT

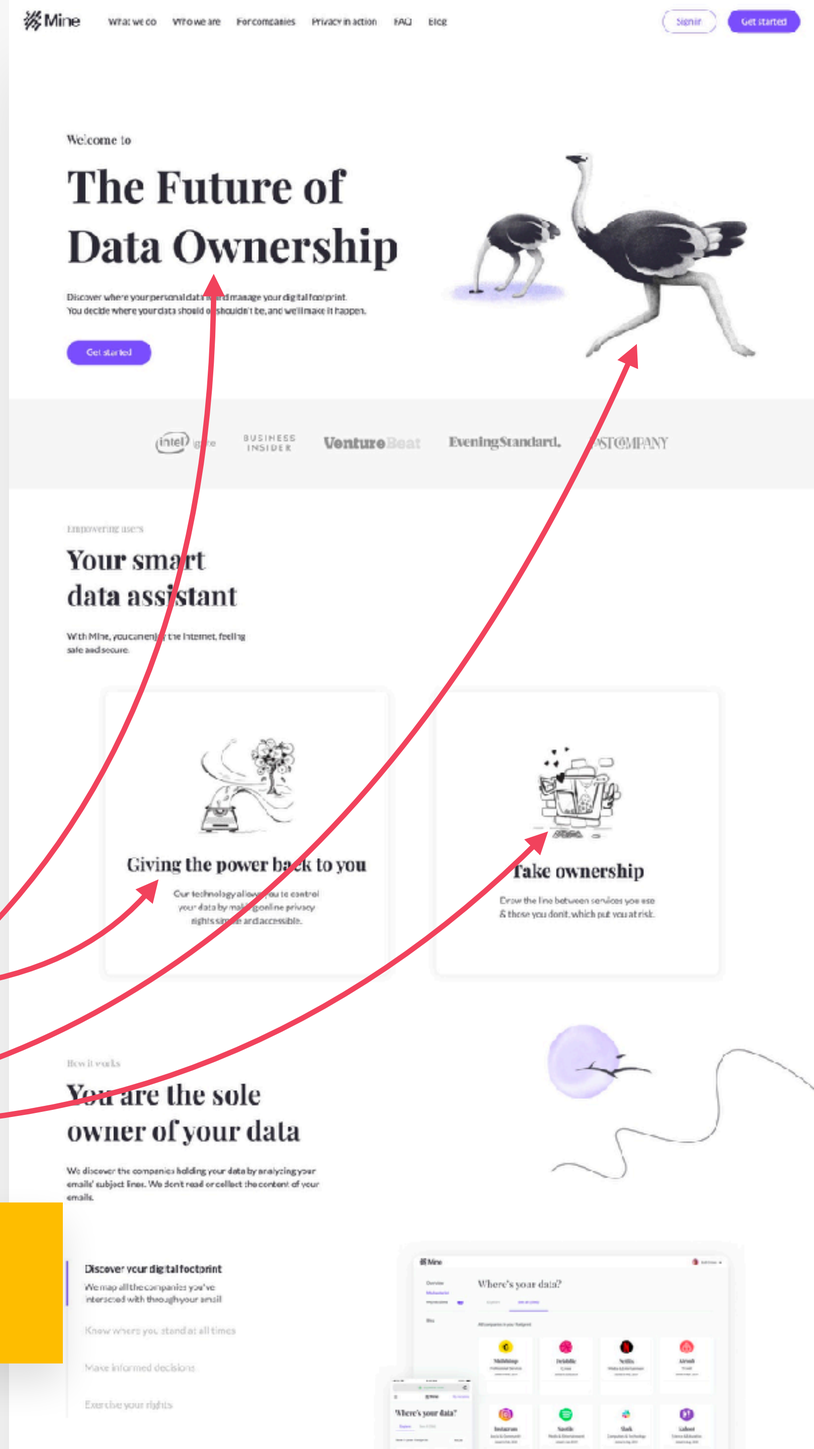
CALM/PEACEFUL

- 👉 Headings using soft serif typefaces
- 👉 Illustrations in calming pastel colors

CALM/PEACEFUL

- 👉 Headings using soft serif typefaces
- 👉 Illustrations

STARTUP/UPBEAT



SECTION 06 — COMPONENTS AND LAYOUT PATTERNS

JONAS.IO
SCHMEDTMANN

BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

@JONASSCHMEDTMAN

SECTION

COMPONENTS AND LAYOUT PATTERNS

LECTURE

WEB DESIGN RULES #10 - PART 1: ELEMENTS AND COMPONENTS

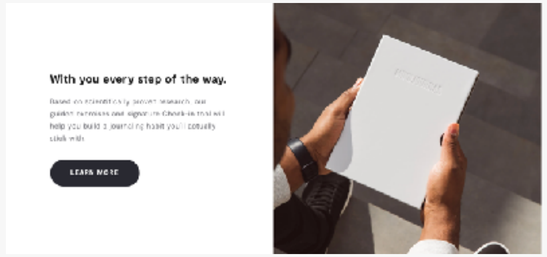
FROM **ELEMENTS** TO **WEBPAGE**

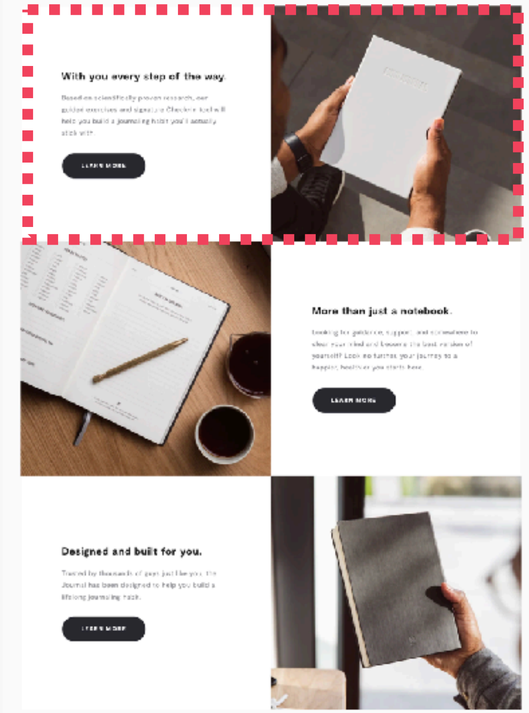
Elements → **Components** → **PATTERNS** → **Layouts** → **Webpage**

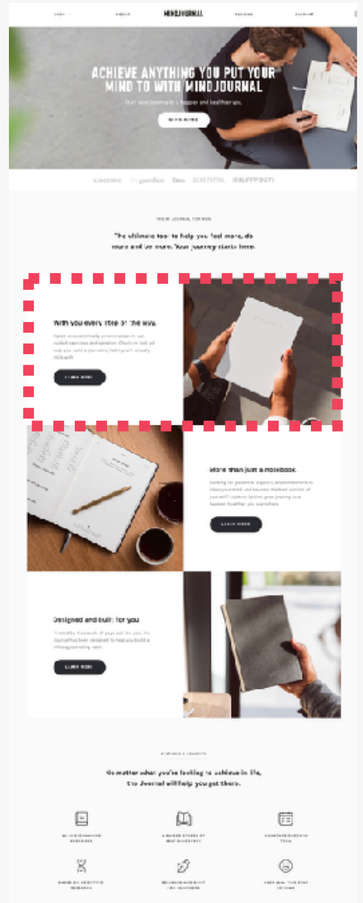
With you every step of the way.

Based on scientifically proven research, our guided exercises and signature Check-in tool will help you build a journaling habit you'll actually stick with.

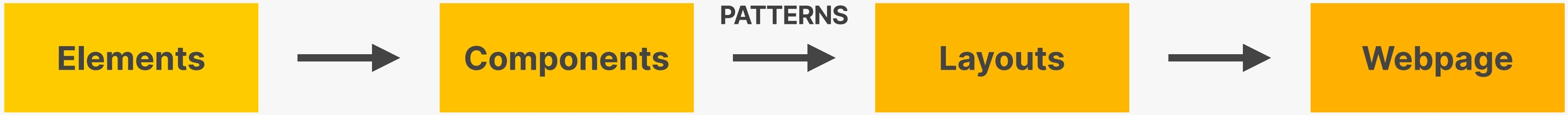
LEARN MORE







FROM **ELEMENTS** TO **WEBPAGE**



1. Use **common elements** and **components** to convey your website's information
2. Combine components into layouts using **common layout patterns**
3. Assemble different **layout areas** into a complete, final page

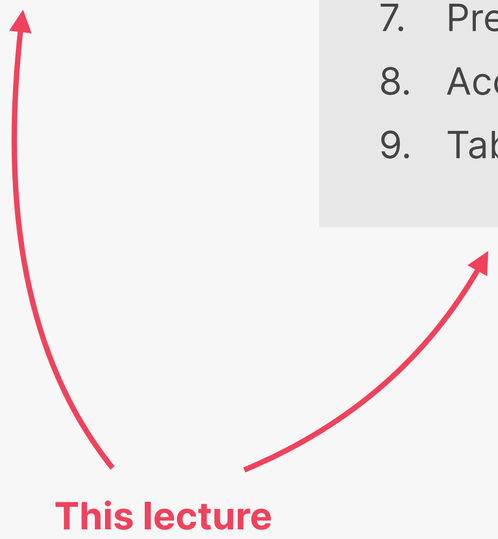
GALLERY INDEX: **ELEMENTS, SECTIONS, PATTERNS**

A ELEMENTS

1. Text
2. Buttons
3. Images
4. Input elements
5. Tags

B COMPONENTS

1. Breadcrumbs
2. Pagination
3. Alert and status bars
4. Statistics
5. Gallery
6. Feature box
7. Preview and profile cards
8. Accordion
9. Tabs
10. Carousel
11. Customer testimonials
12. Customer logos
13. Featured-in logos
14. Steps
15. Forms
16. Tables
17. Pricing tables
18. Modal windows



C SECTION COMPONENTS

1. Navigation
2. Hero section
3. Footer
4. Call-to-action section
5. Feature row

D LAYOUT PATTERNS

1. Row of boxes or cards
2. Grid of boxes or cards
3. Z-pattern
4. F-Pattern
5. Single-column
6. Sidebar
7. Multi-column/magazine
8. Asymmetry/Experimental

Job Description Rewriter

Rewrite your job description with our free AI-powered tool!

Paste in a short job description and we'll generate a longer variant to help you get your creative juices flowing. If you don't like the output, hit **Generate** again to get a different idea! Experiment, take notes, and have fun!

Fibery adapts and grows with your company.

A work management platform that replaces many tools inside your company and embraces changes.

Shorten development, deployment, and migration cycles

Prevent rollbacks and service disruptions by identifying weak points in your system before launch.

Everyone on the same page. For real.

Sanity is the first content platform to empower teams of all sizes with real-time collaboration, advanced version control and more.

Most Popular Tour Categories

We offer the perfect variety of experiences to satisfy anyone's desire for adventure. Whether you want to relax in the unparalleled beauty of Iceland's nature or take a more challenging adventure, we've got you covered. The possibilities are endless and the memories will last a lifetime.

TOOLS FOR MARKETING TEAMS

Tools and insights to help you work smarter, together

Marketing consultants and freelancers use Trendmo to free up time, demonstrate impact, and tie their efforts to real business results.

GET A QUOTE

Get started with Cover today.

After getting a quote, you'll have instant access to an insurance expert for advice. Reach out to them by text message at any time.

EARN MORE ON YOUR PAYCHECK.

GET PAID UP TO TWO DAYS EARLIER.

Why should you wait to get paid?
Set up direct deposit with the Cash Account and get your paycheck up to two days early. The earlier you get your paycheck, the more time you have to earn interest.

TRANSFORM YOUR ECOMMERCE BRAND

72 hour product photography

LAUNCH

Launch with one click, or use our SDK.

Voiceflow's one click publishing or SDK enables customization for any workflow.

How we do it

Data backed, scientific proof of food claims

Food In-Depth has developed comprehensive and rigorous testing solutions that are fast, affordable and consumer usable.

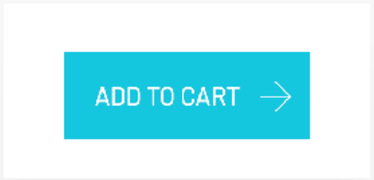
Build.

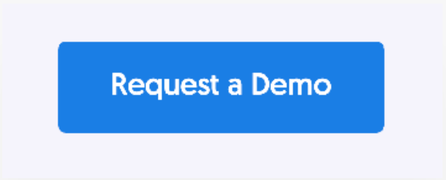
Have a unique work process?

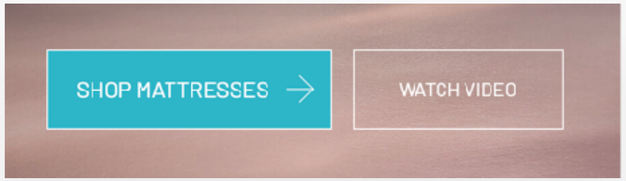
Create a custom app in minutes.

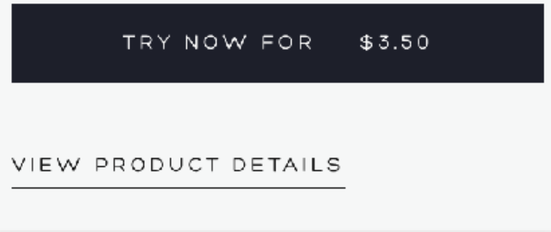
Fibery provides freedom for curious lego-lovers.

02 BUTTONS

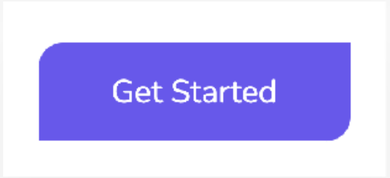

ADD TO CART

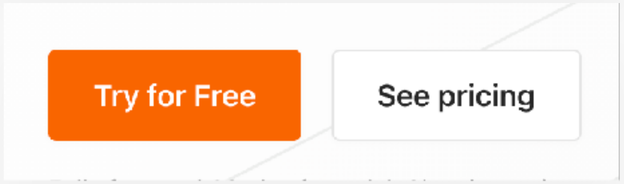

Request a Demo

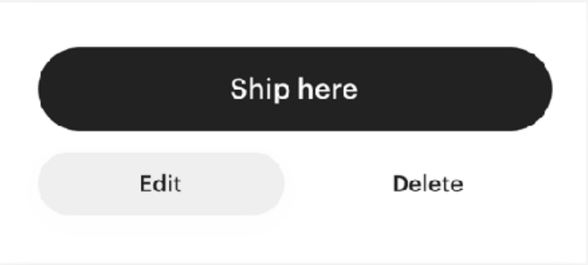

SHOP MATTRESSES
WATCH VIDEO

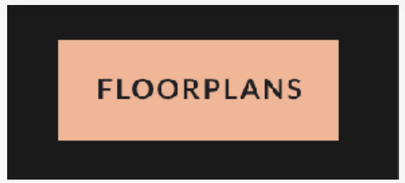

TRY NOW FOR $3.50
VIEW PRODUCT DETAILS

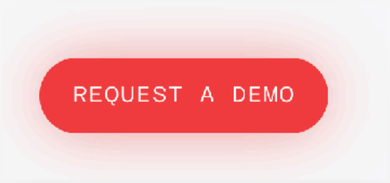
Get a Free consultation

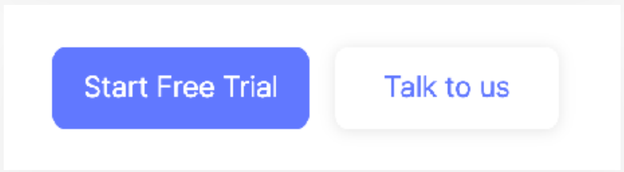

Get Started

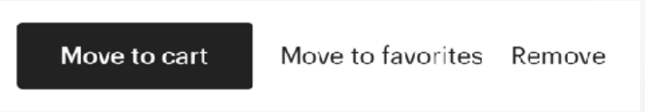

Try for Free
See pricing

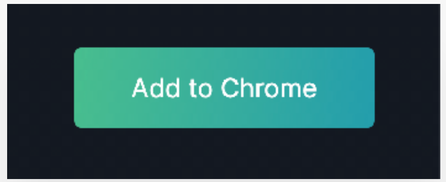

Ship here
Edit
Delete


FLOORPLANS

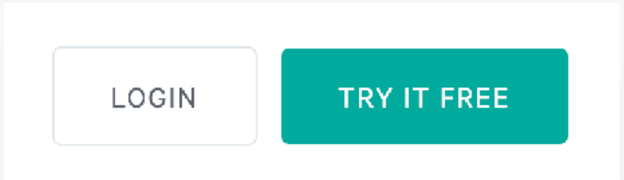

REQUEST A DEMO


Start Free Trial
Talk to us


Move to cart
Move to favorites
Remove


Add to Chrome

Subscribe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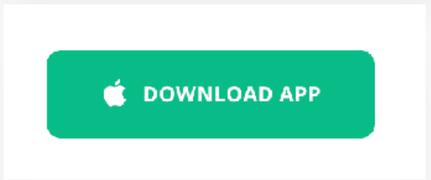
TRY IT FREE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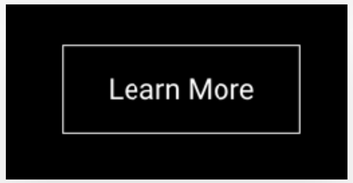
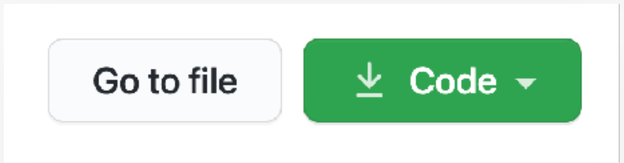
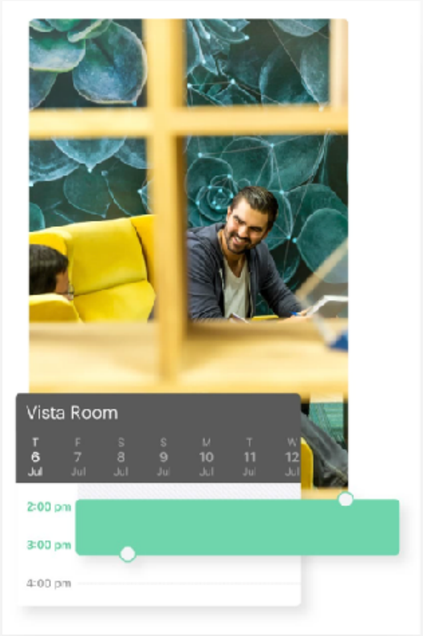
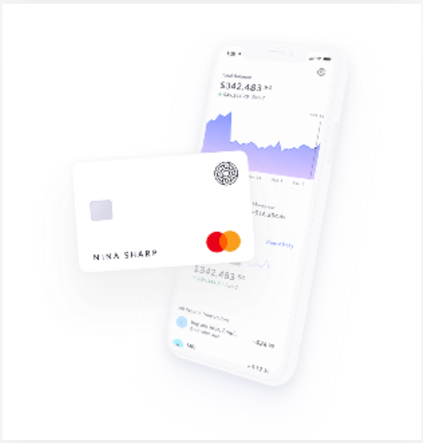

Learn More

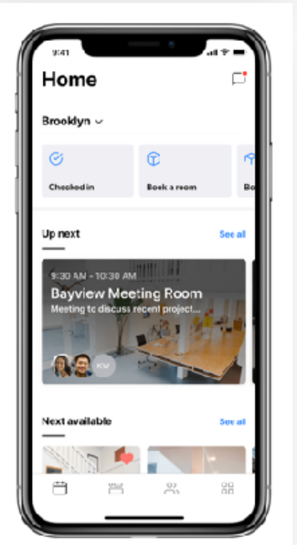

Go to file
Code

03 IMAGES

A ELEMENTS

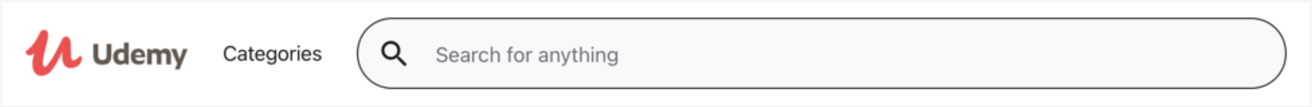


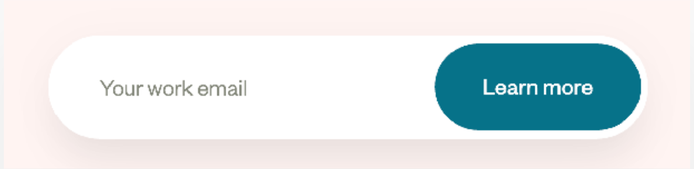


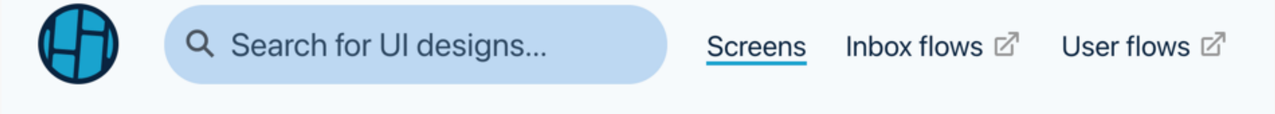


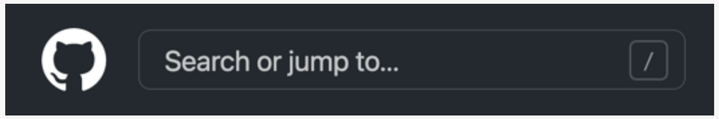
04 INPUT ELEMENTS

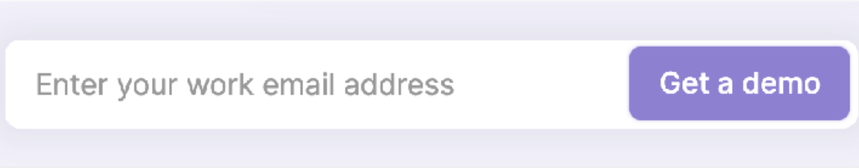
A ELEMENTS

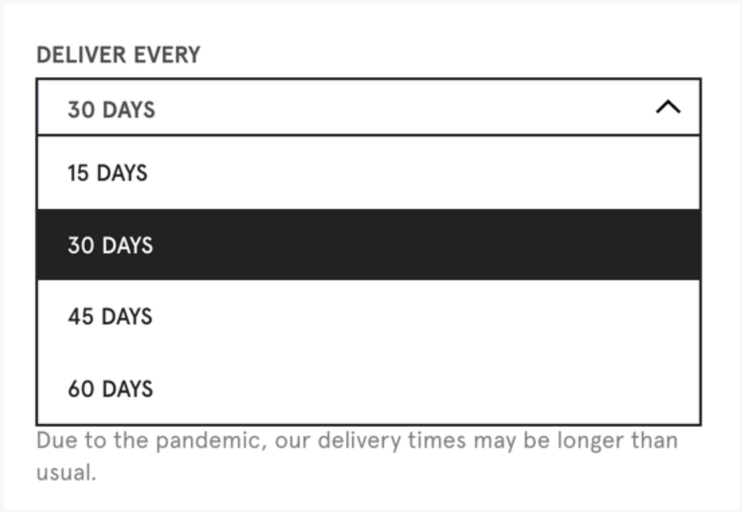


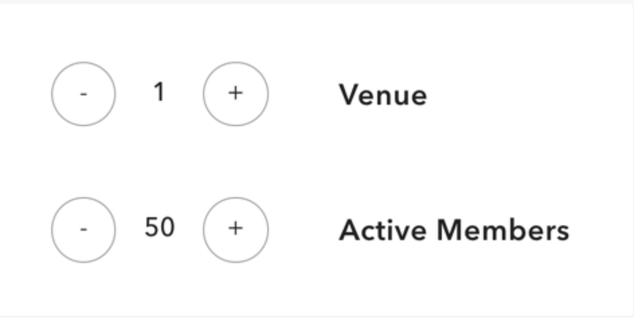




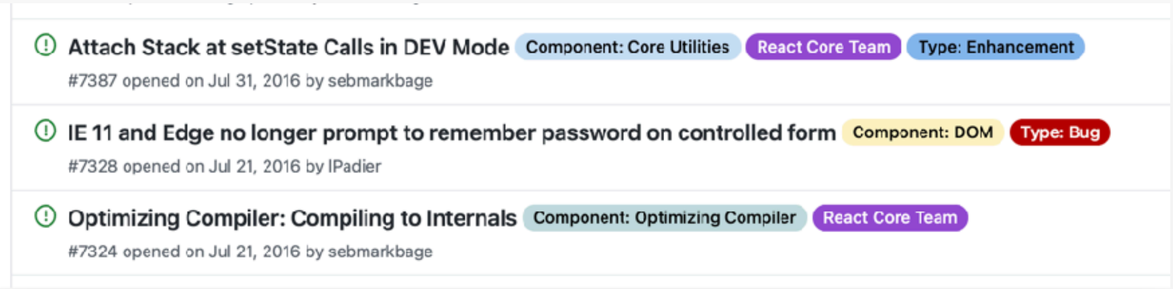




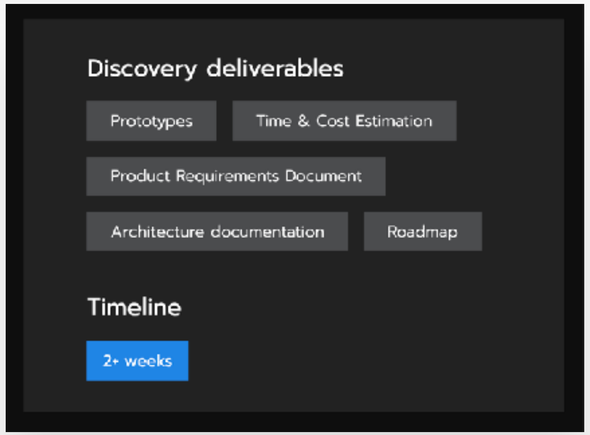


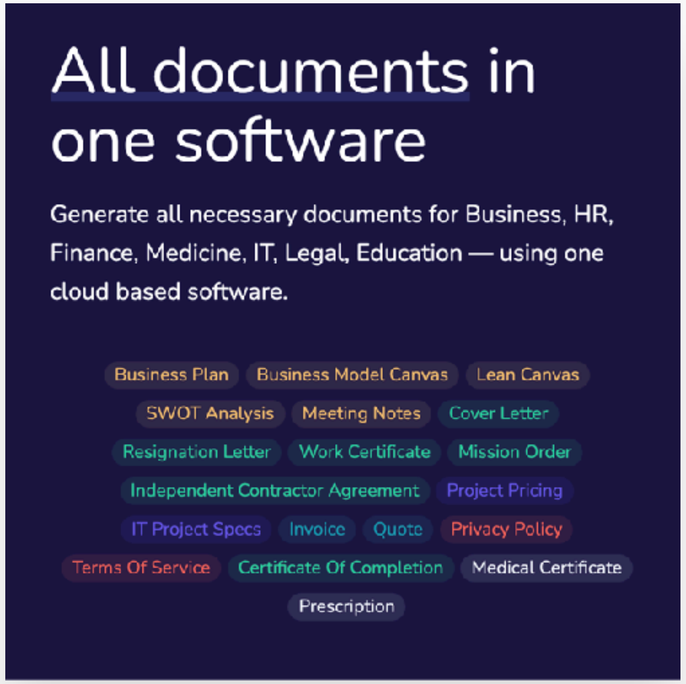


05 TAGS


Attach Stack at setState Calls in DEV Mode
Component: Core Utilities
React Core Team
Type: Enhancement
#7387 opened on Jul 31, 2016 by sebmarkbage
IE 11 and Edge no longer prompt to remember password on controlled form
Component: DOM
Type: Bug
#7328 opened on Jul 21, 2016 by lPadier
Optimizing Compiler: Compiling to Internals
Component: Optimizing Compiler
React Core Team
#7324 opened on Jul 21, 2016 by sebmarkbage

About
A declarative, efficient, and flexible JavaScript library for building user interfaces.
reactjs.org
react
javascript
library
ui
frontend
declarative


Discovery deliverables
Prototypes
Time & Cost Estimation
Product Requirements Document
Architecture documentation
Roadmap
Timeline
2+ weeks


All documents in one software
Generate all necessary documents for Business, HR, Finance, Medicine, IT, Legal, Education — using one cloud based software.
Business Plan
Business Model Canvas
Lean Canvas
SWOT Analysis
Meeting Notes
Cover Letter
Resignation Letter
Work Certificate
Mission Order
Independent Contractor Agreement
Project Pricing
IT Project Specs
Invoice
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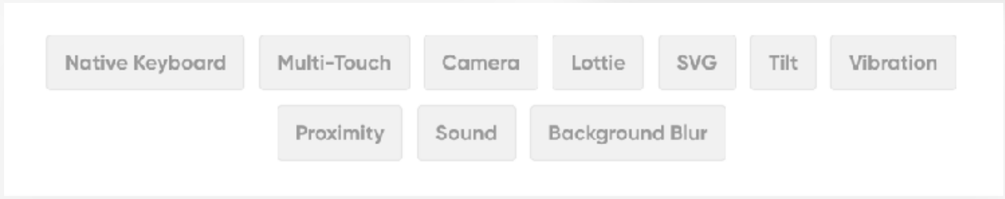
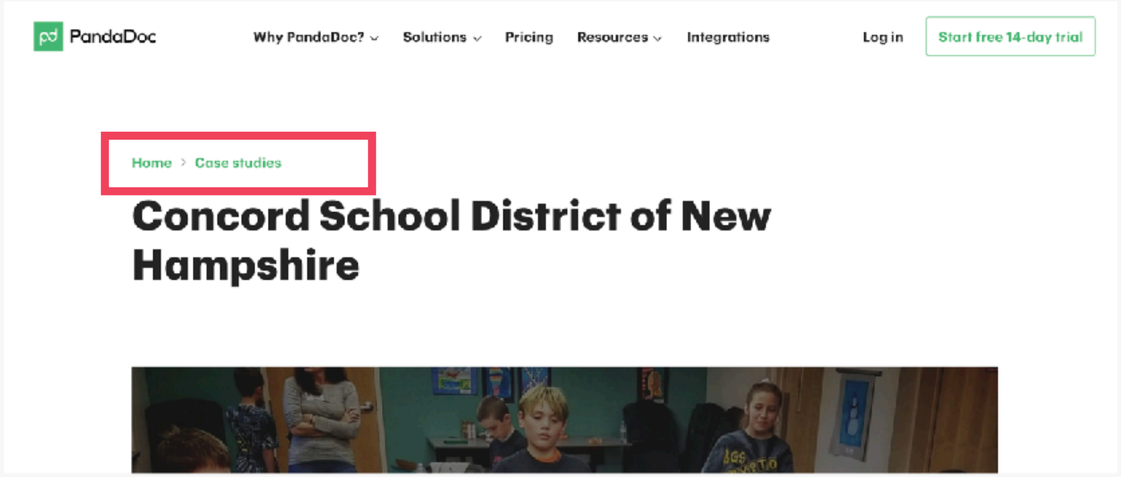
Privacy Policy
Terms Of Service
Certificate Of Completion
Medical Certificate
Prescription

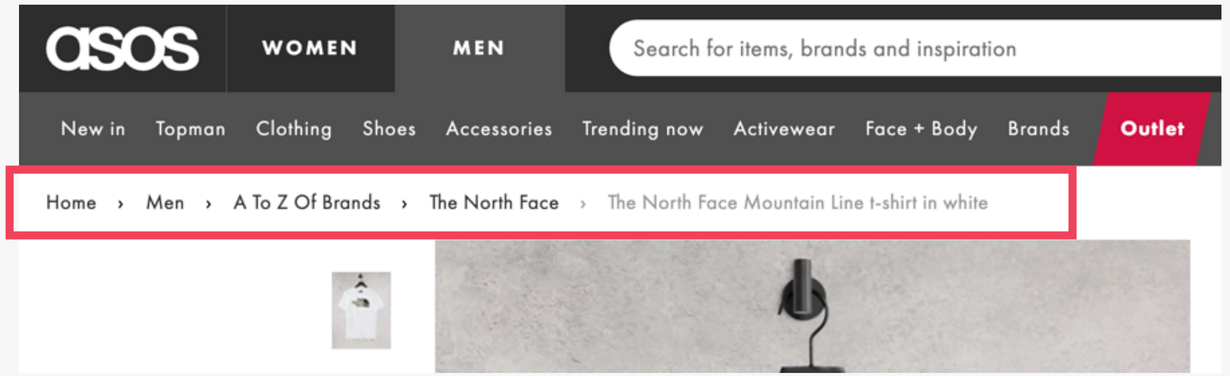

Native Keyboard
Multi-Touch
Camera
Lottie
SVG
Tilt
Vibration
Proximity
Sound
Background Blur

Calm Landing page
1 year, 12 months ago
Source
Awards
Footer
Hero header
Ratings
Testimonials

01 BREADCRUMBS

B COMPONENTS





02 PAGINATION

B COMPONENTS

< 1 2 3 4 5 6 7 8 9 10 >

1 2 3 4 > >>

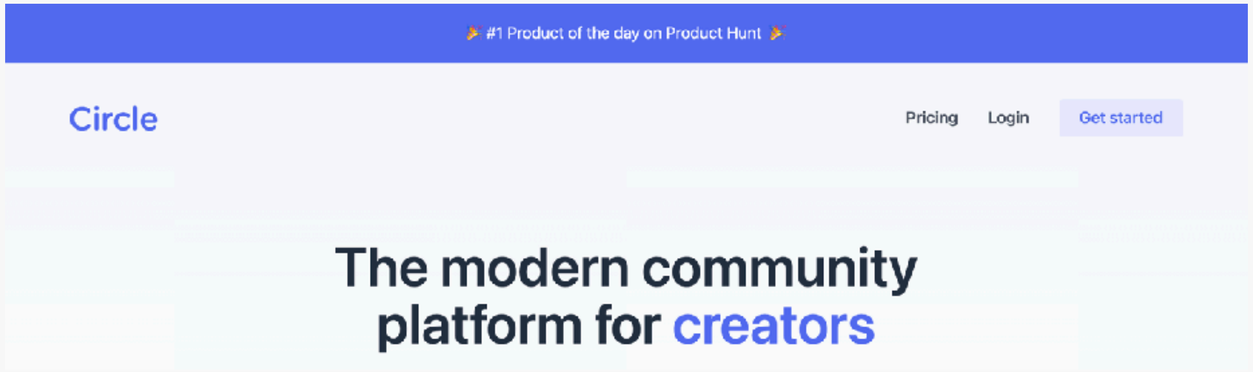
‹ Previous 1 2 ... 19 20 21 22 23 Next ›

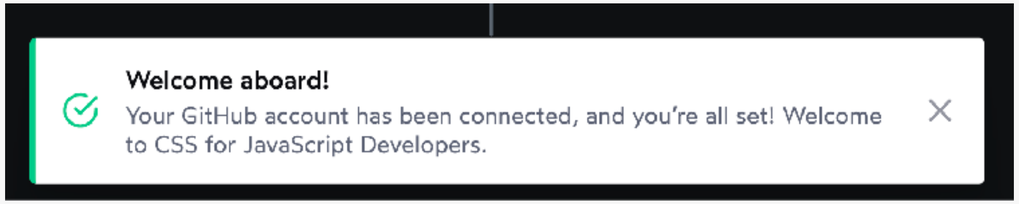
1 2 3 4 5 6 7

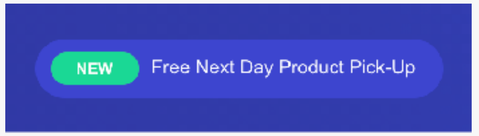
1 2 3 4 5 6 7 8 ... 886

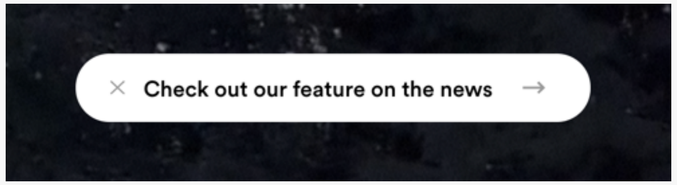
1 2 3 4 5 6 7 8 9

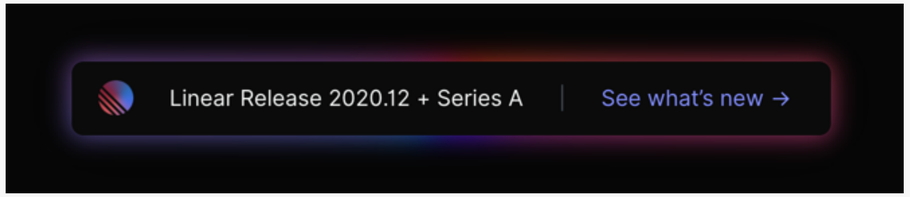
03 ALERT AND STATUS BARS





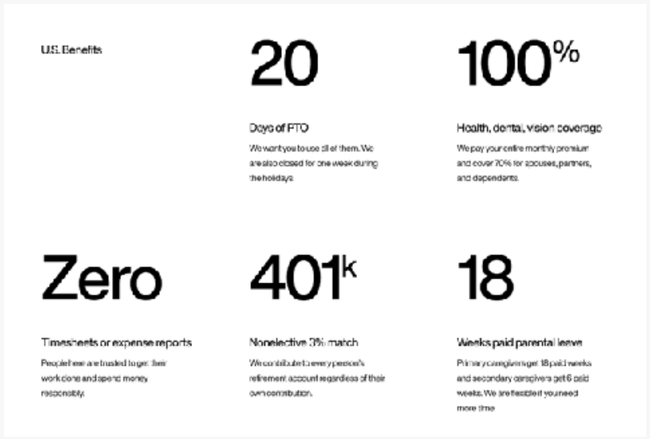


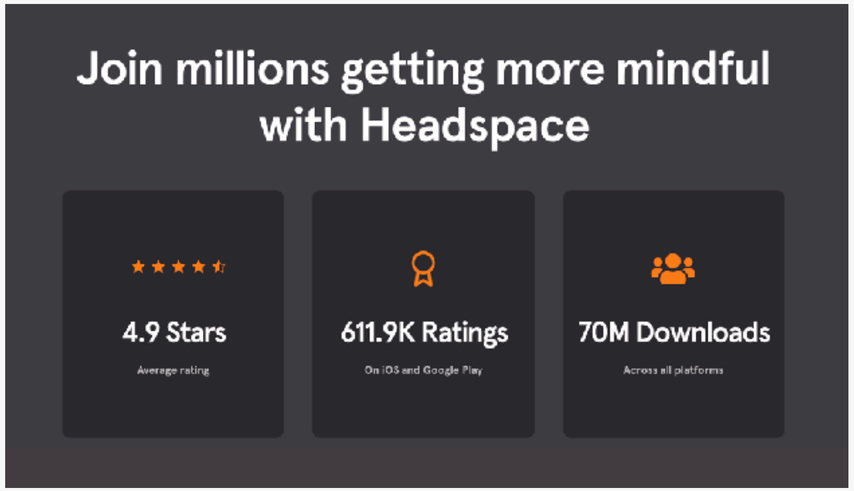


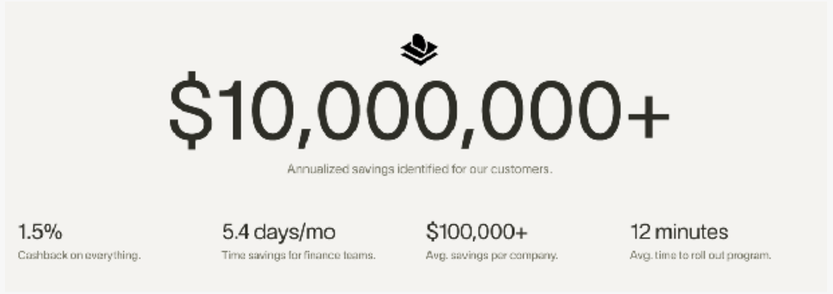


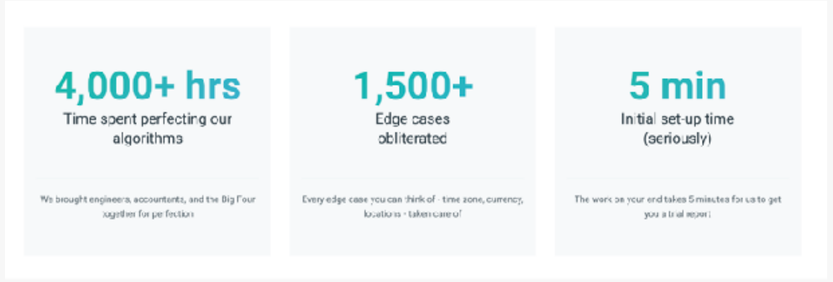
04 STATISTICS

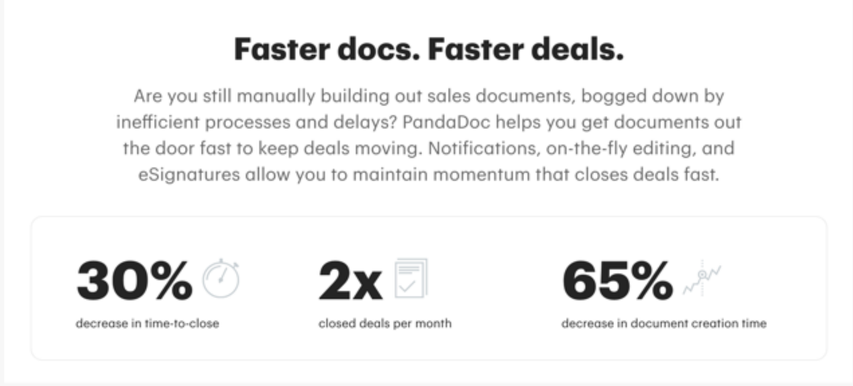
B COMPONENTS











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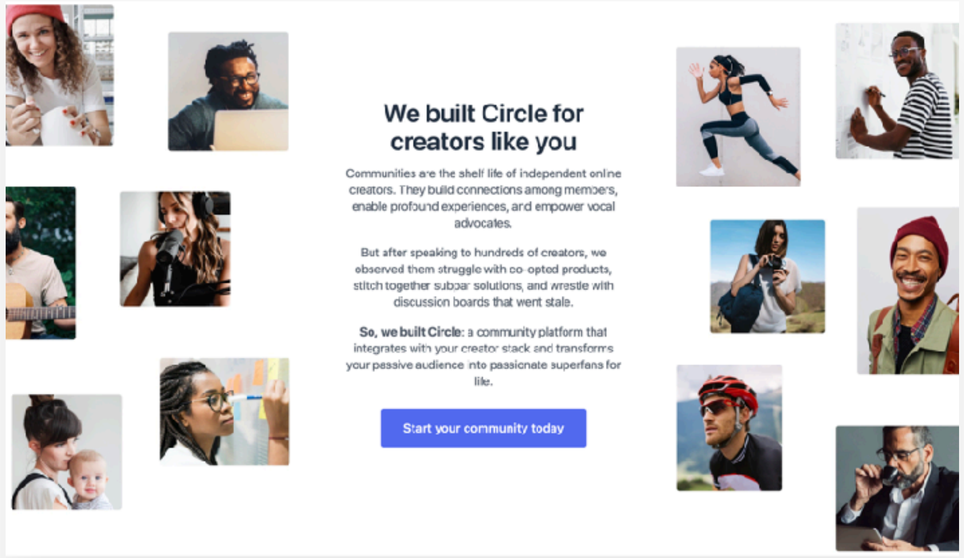

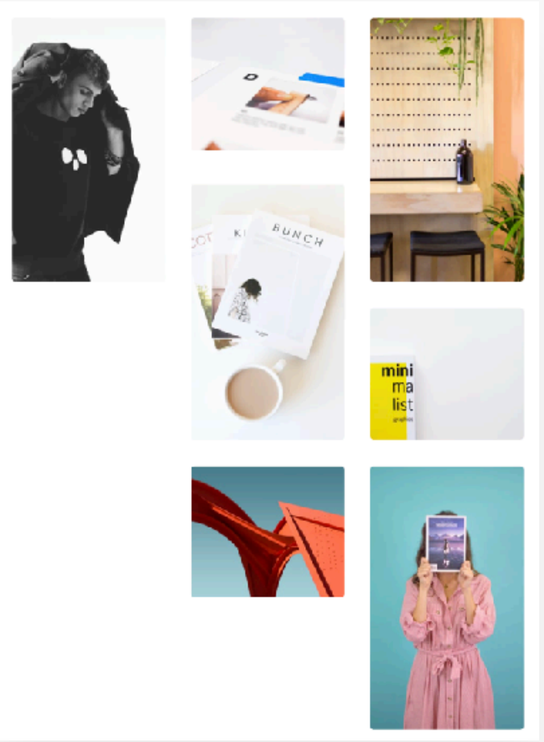

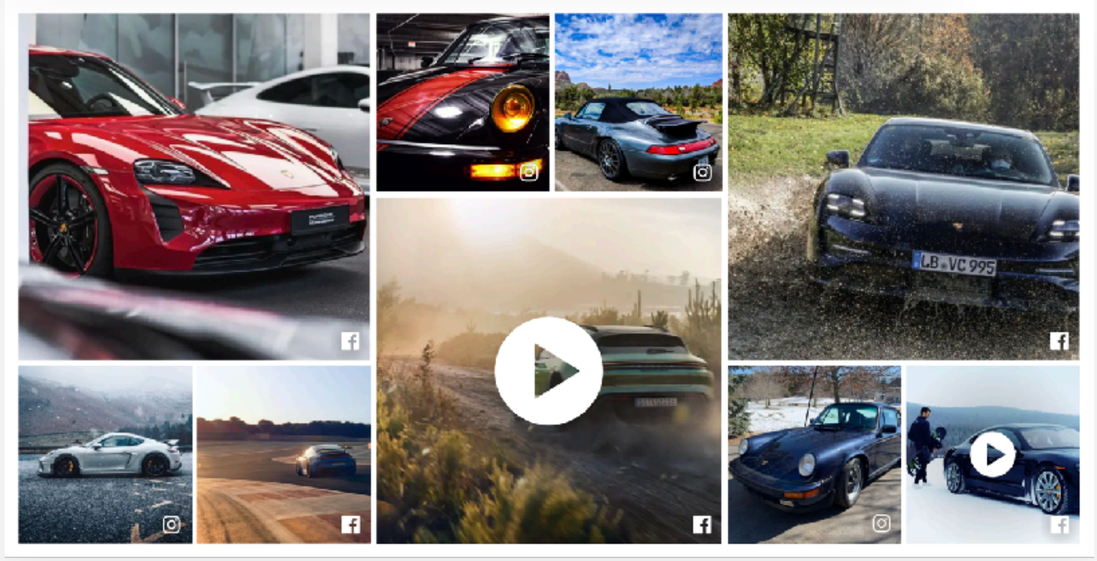

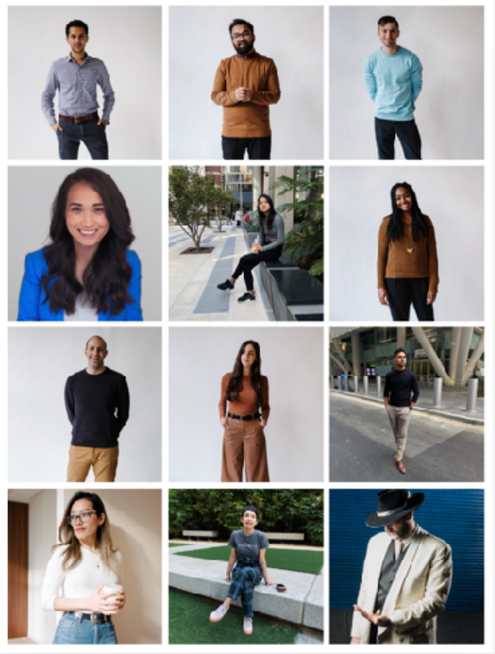

05 GALLERY

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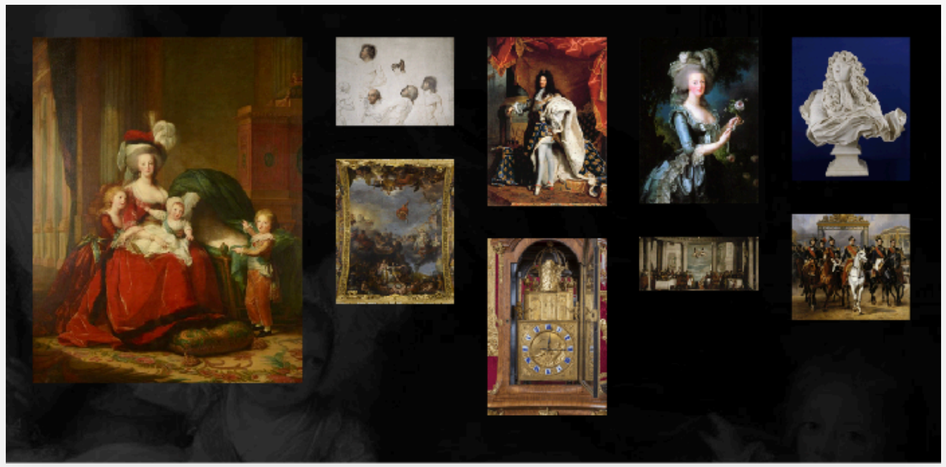
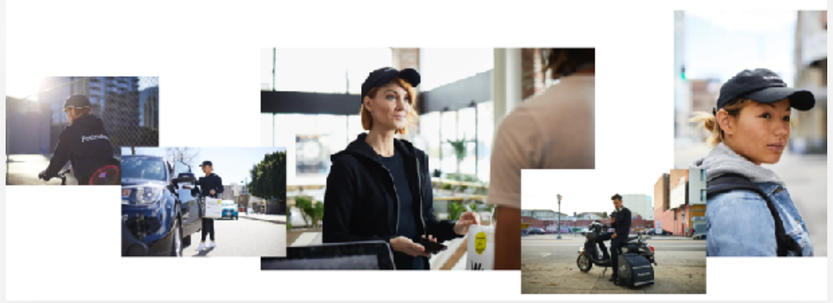
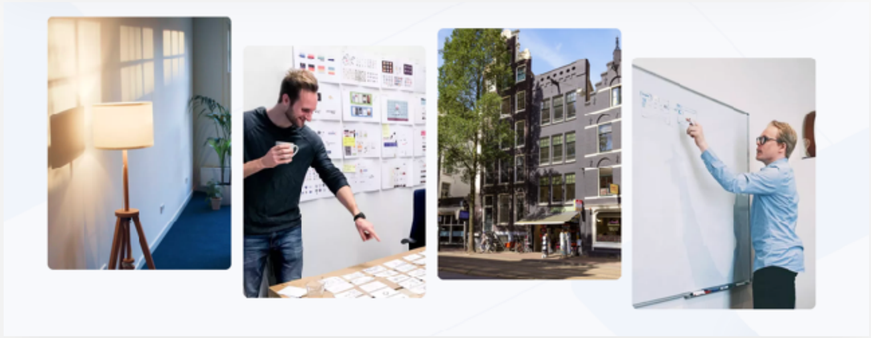
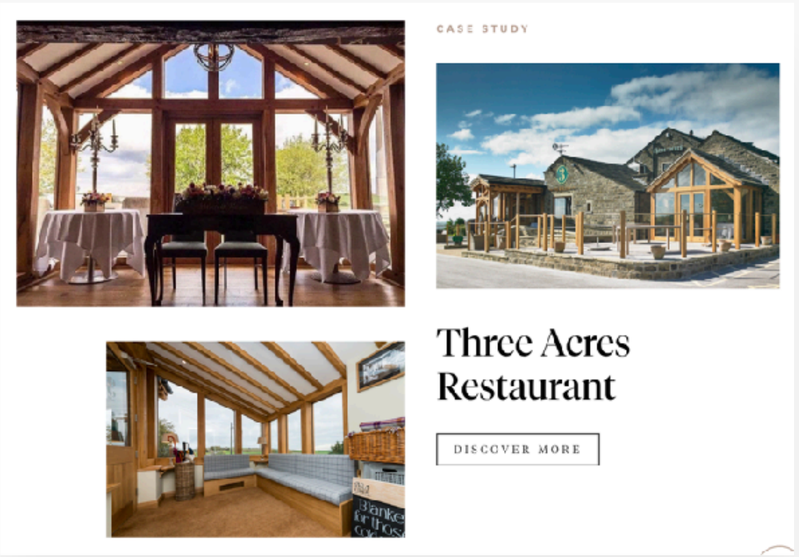








06 FEATURE BOX

Scope of work

Brief but powerful, the scope of work is one of the essential tools in the project management world.

ADDED SUGAR

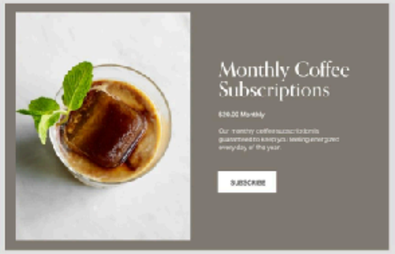
Added sugar consumption has been linked to cognitive decline, cellular aging, weight gain, and inflammation.

On average we spend almost 12 hours a week going through our email inboxes!

ANXIETY

Quiet your mind and calm the storm.

When things get hectic and your stomach is in knots, Feals can ease your mind and calm you down so you can live in the present and have a better day.



Subscriptions

Generate recurring revenue and build customer loyalty by selling subscriptions to your products on a weekly or monthly basis.

Consult

Schedule a consultation

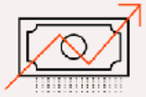
Chat with one of our executive financial design consultants to see how our services can fulfill your project needs.

Lightning fast delivery

Try our 2-day service and get your shirts by **February 12**

$33M

Trackable revenue generated across our portfolio



INSIGHTS

Log in once, see everything

See social media, paid ads, Google Analytics, Shopify, and email marketing together. Drive results with clear, actionable insights across platforms.

Learn more →

06 FEATURE BOX

B COMPONENTS

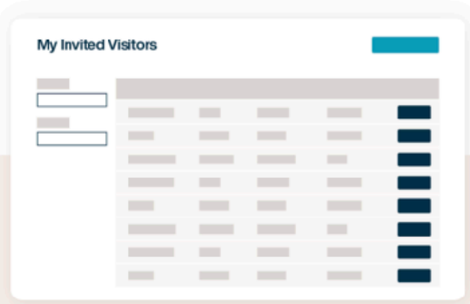
👋 Membership communities

Circle offers the flexibility to create a membership experience that's truly yours.

With direct integrations to tools like Memberstack and Memberspace, Circle can fit seamlessly into the rest of your membership stack.

Examples include...

- Exclusive memberships
- Communities for courses
- Premium masterminds
- Paid newsletters
- Conference communities



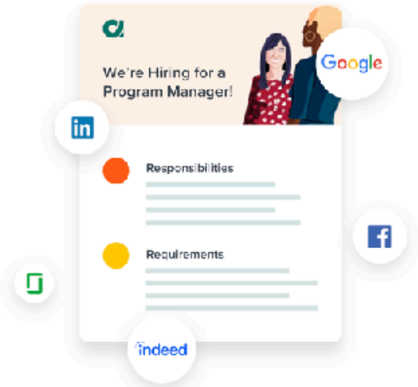
Visitor Management

Keep your office safe and secure. Allow visitors to check in, sign NDAs, and print badges on entry. Our software also helps you save time by allowing your employees to pre-register their guests.

Learn More

Close to the metal

From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.



FIND

Find and attract candidates

Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.

LEARN MORE ›

Secure

Safeguard your agreements

8 different data visualizations including Kanban, calendar, timeline, Gantt, map, form, and workload

Gets feedback from stakeholders.

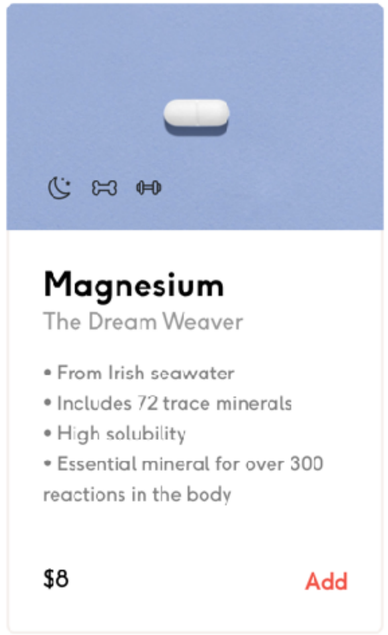
With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.

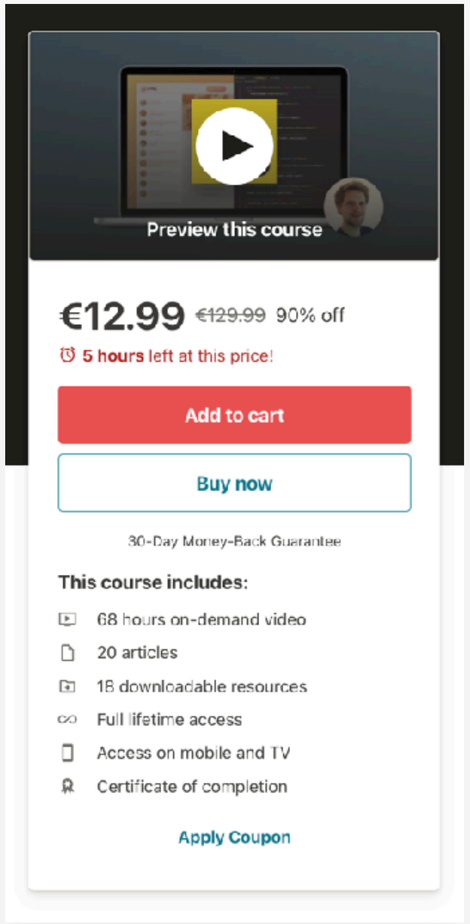
Design consultants

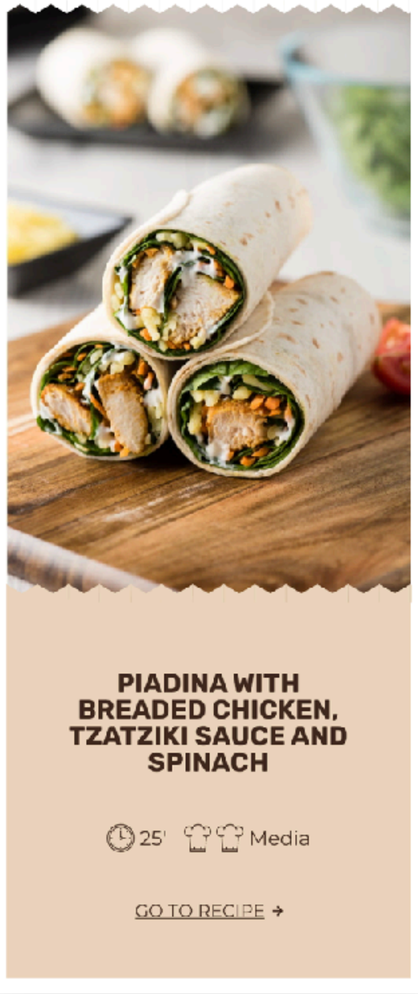
Our team can help you create your FF&E specification, keeping it on time and in budget.

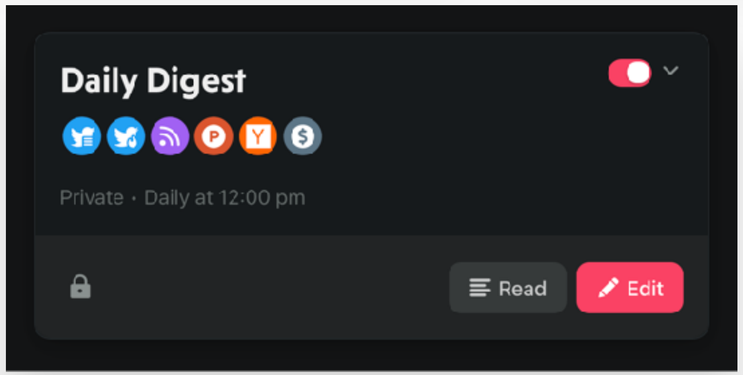
07 PREVIEW AND PROFILE CARDS

B COMPONENTS

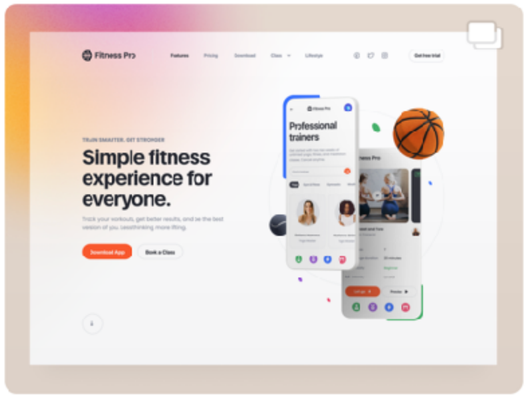


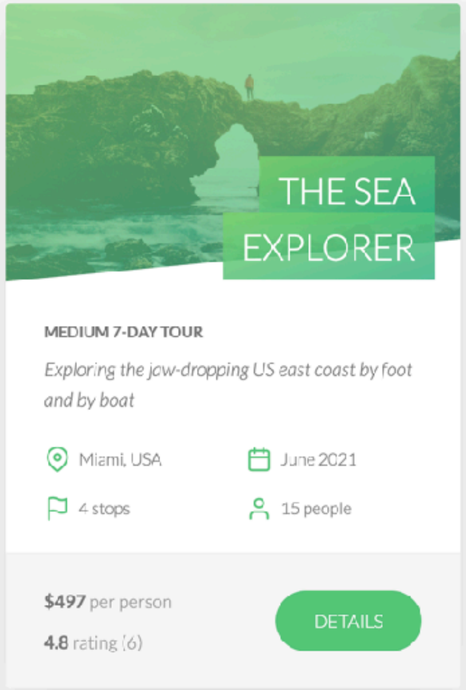


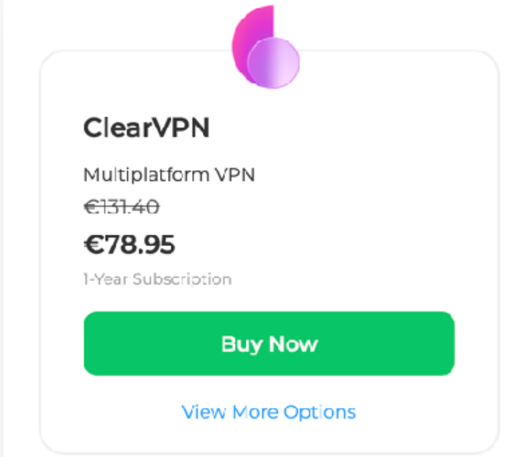


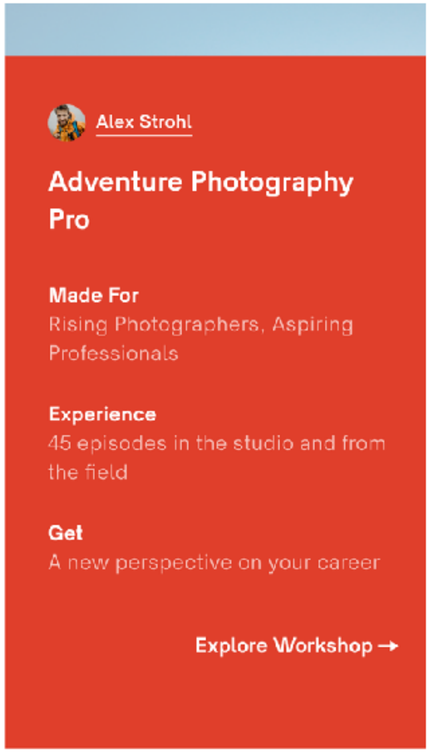


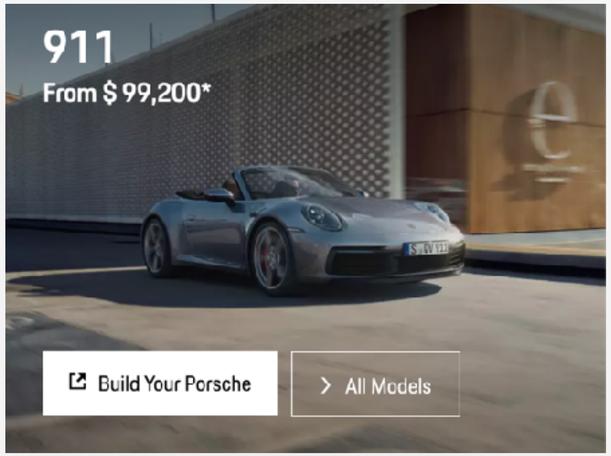
07 PREVIEW AND PROFILE CARDS

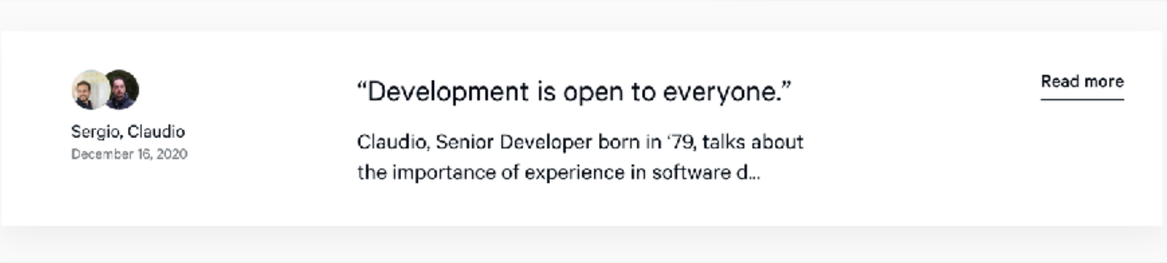












07 PREVIEW AND PROFILE CARDS

B COMPONENTS

Jonas Schmedtmann
jonasschmedtmann

Designer. Developer. Online teacher.

Edit profile

6.7k followers · 0 following · ☆ 38

Faro, Portugal
hello@jonas.io
jonas.io
@jonasschmedtman

Highlights

Arctic Code Vault Contributor

André Jonas

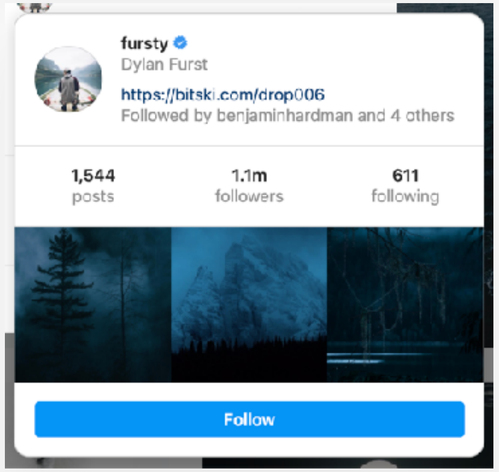
Hi 👋 I'm André, a seasoned software engineer and former teacher working remotely from Portugal. I am a geek, a problem solver, a communicator and forever a student. https://andrejonas.com/

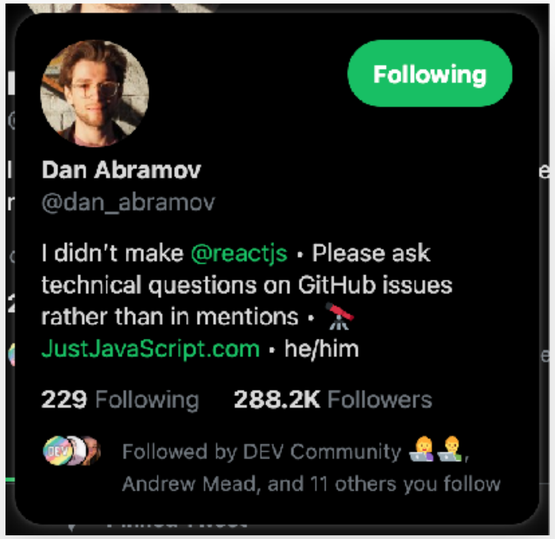
Follow

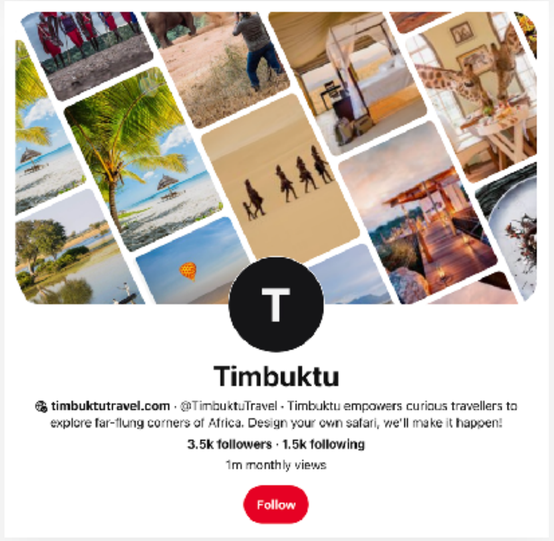
WORK
Senior Software Engineer

LOCATION
Silves, Portugal

JOINED
8/01/2021







Josh Pigford
Founder
@shpigford

Sandeep Acharya
Co-Founder, CEO

Bio

08 ACCORDION

B COMPONENTS

FAQ

We know that you have a lot of questions,
we've tried to list the most important ones 😇

- Do I need to pay only once to get Popkit for life?

  Absolutely! We offer only one price: 79$ for a lifetime unlimited access (unlimited websites, unlimited domains, unlimited page views, unlimited widgets...)

- Do i need how to code?
- Does Popkit will work with my website?
- Does Popkit affect Website Performance?
- Do you have plans for larger needs?
- Can I use the Popkit widgets adapted to my language?

Current Job Openings 40

All Departments

Customer Success	6 Openings
Engineering	15 Openings
Finance	2 Openings
Legal	3 Openings
Head of Legal Dep. Corporate / M&A	EMEA, Remote
Legal Counsel - Commercial	EMEA, Remote
Senior Legal Counsel - Commercial	EMEA, Remote
Marketing	1 Opening
Sales Americas	4 Openings
Sales APAC	5 Openings
Sales EMEA	8 Openings
Security & IT	1 Opening

WHAT WE DO (SO YOU DON'T HAVE TO)

01 Project net worth over time

02 Incorporate the essential data

By using relevant third-party data, Path more accurately calculates the cost of each scenario you explore and its impact on your overall finances.

- US Census earnings growth data
- Bureau of Labor Statistics retirement spending data
- Real-time property prices from Redfin
- Freddie Mac mortgage data
- Department of Education's projected college costs

03 Reflect your all-in costs

WHAT'S COVERED?

- **Your personal belongings in your home**
  When they are damaged, destroyed or stolen
- **Your liability to other people**
  Occupier's and personal liability
- **Visitors' possessions**
  Damage occurring at your home, provided they are not insured elsewhere
- **Money cover**
  Covers against loss or damage occurring at any location within the United Kingdom

08 ACCORDION

FAQs

How can I get started?
Getting started is easy! Request a demo to hear...

Which platforms does Yotpo support?
Yotpo integrates with world-leading eCommerce...

Is my data secured? Who owns the content?
Protecting our customers' information and data is...

Can I connect Yotpo to my other marketing tools?
Absolutely! You can integrate with the marketing...

How much does Yotpo cost?
Our pricing plans are based on your business needs, taking into account your monthly order volume, traffic, products, and domains. Our plans are built to grow with you, so you can get maximum value no matter the size of your business.

Does Yotpo support businesses with high order volumes?
Yes, we have a solution for any order volume. Over...

Does Yotpo work with Google, Facebook & Instagram?
Yotpo is an official marketing partner of Facebook,...

What kind of plans do you offer for small brands?
Our Growth plan, starting at $19, is perfect for sma...

Multi-brand specialists

Industry-leading repair-rate

Last year Greenbridge Technology repaired 86% of devices sent to us by our customers. Our primary objective is to get customers' devices fixed and returned to them as quickly as is possible. This industry-leading repair rate is the central pillar of Greenbridge's commitment to deliver large cost-savings to our Clients, and to minimise the amount of electrical waste being generated from our claim flows. Greenbridge Technology delivers low average costs per claim for our Clients as well as a great environmental outcomes.

Best-in-class SLAs

Modern customer experience

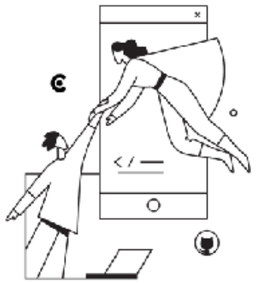
API and Integration Solutions

Rated 5.0 on Clutch +

94% employee retention rate −

Happy employees build happy software. Hire a team that cares about giving you stellar results.

50+ successful projects +



9000+ stars on GitHub +

1.5 years of cooperation on average +

100% office-based team +

Frequently Asked Questions

Is my data really secure?

How do you backup my data?

Craft has a data recovery plan. Our databases are always replicated synchronously, so a quick recovery can be executed at any time. As an extra precaution, a snapshot of the databases is taken daily, to allow recovery in extreme conditions.

Can I cancel my account at any time?

Can I change plans after I signed up?

What plan do I get with the free trial?

What happens after my trial is over?

What are Contributors?

What is a Product Admin?

What is a Product Editor?

What is a Feedback Manager?

09 TABS

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Buy $37.09

eBook features:
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- In this edition, page numbers are just like the physical edition
- Length: 708 pages
- Enhanced Typesetting: Enabled
- Page Flip: Enabled

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Sales | Marketing | **RevOps** | Customer Success

Breakdown organizational silos with a seamless workflow to produce faster sales cycles.

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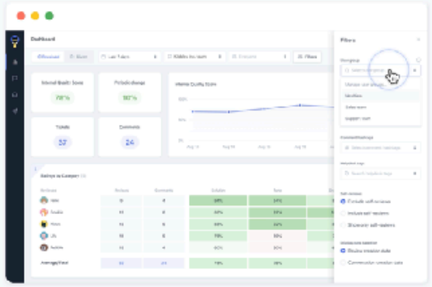
Get your customer support reps up to speed

View real-time KPIs by agent to ensure consistent performance amongst agents and identify top and low-performers. Deliver transparent and actionable feedback. With ongoing visibility into their performance, there are no surprises.



Free Tools | **Marketing** | CRM & Sales | Customer Service | CMS

Marketing Hub™

Everything you need to capture leads and turn them into customers. Calculate your price

NEW: Only pay for marketing contacts.
Enjoy transparent pricing by choosing the contacts you pay to market to (and store your non-marketing contacts for free, up to a limit of 15 million overall contacts).
Learn more

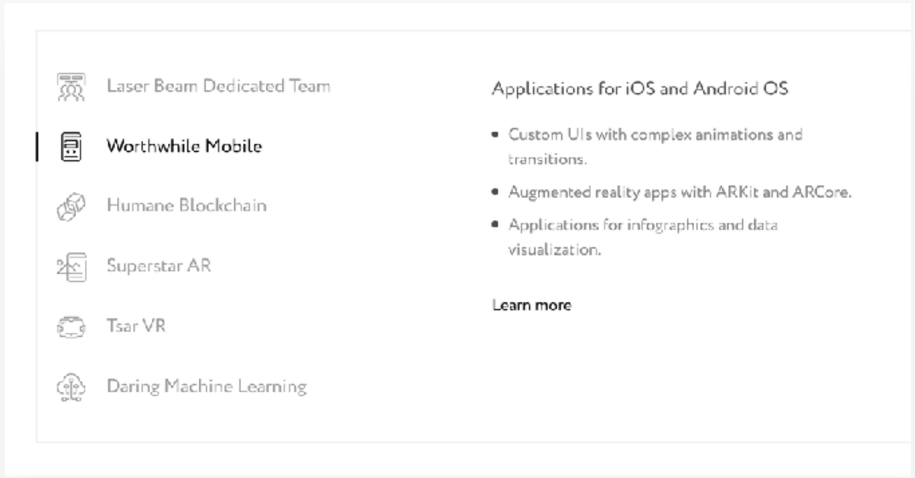
Starter	Professional	Enterprise
Starts at €46 €41/mo billed at ~~€552~~ €497/yr	Starts at €823 €740/mo billed at ~~€9,879~~ €8,880/yr	Starts at €2,944/mo billed at €35,328/yr
Starts at 1,000 marketing contacts	Starts at 2,000 marketing contacts	Starts at 10,000 marketing contacts
Pay Monthly Commit monthly / Pay Upfront SAVE 10% Commit annually	Pay Monthly Commit annually / Pay Upfront SAVE 10% Commit annually	
Buy now	Talk to Sales	Talk to Sales

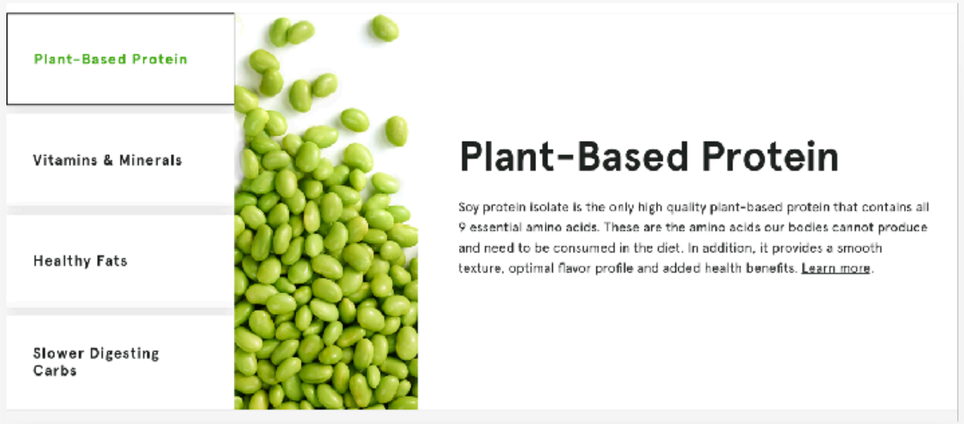
Description | Care Instructions | Ingredients/ Materials | End of Life

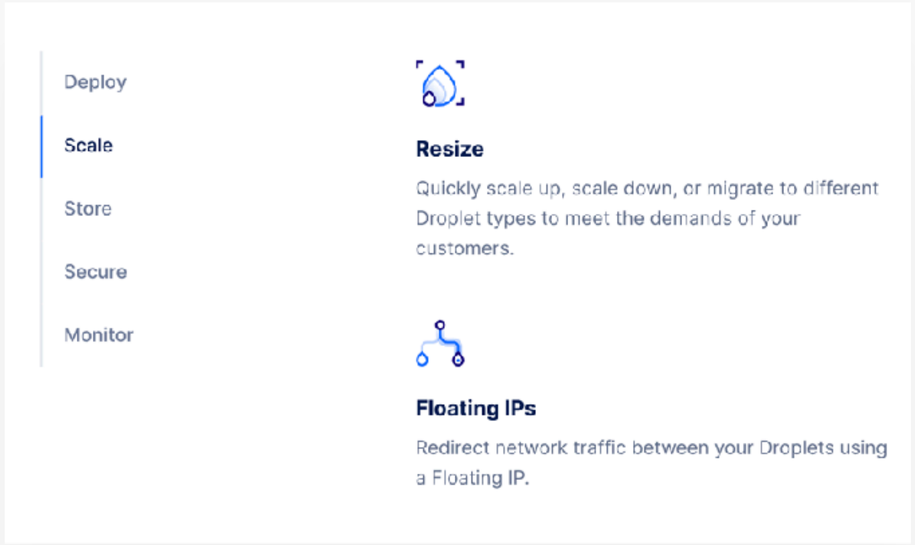
This toothbrush is the perfect replacement for plastic toothbrushes. Our plant-based bamboo toothbrush is made completely from plants: soft bristles, smooth handle, wrapper and box.

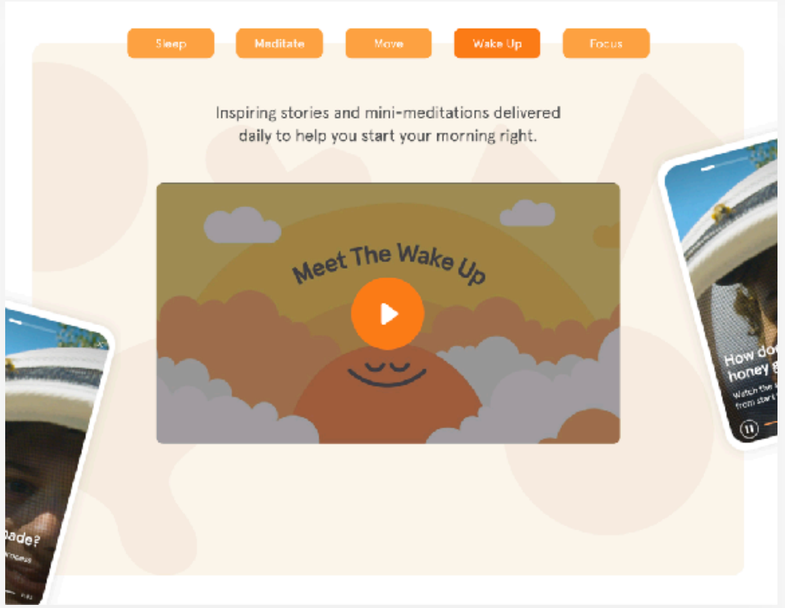
Fully compostable packaging. USDA Certified Biobased. Dimensions: Length is 7", Width is 4" and the Height 1". Product of USA and China.

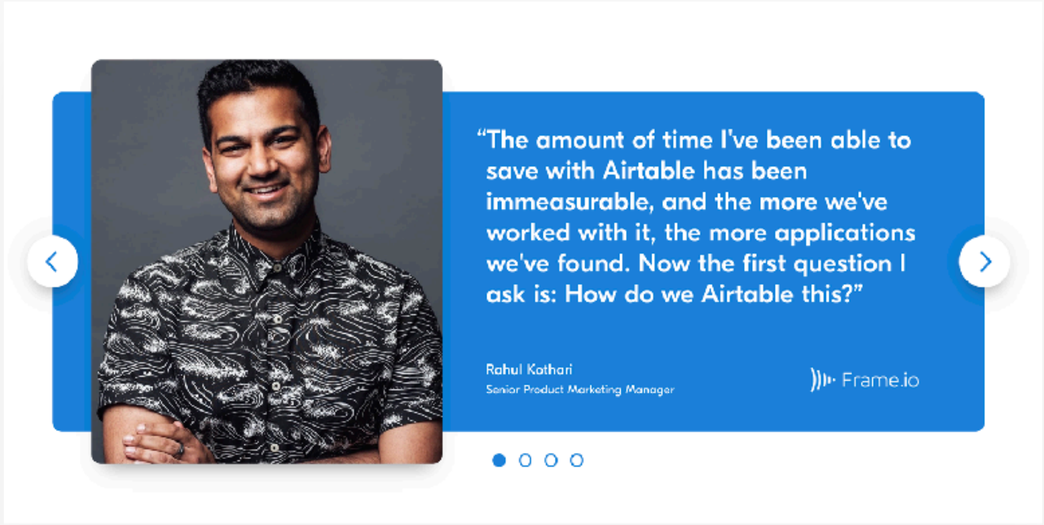
09 TABS

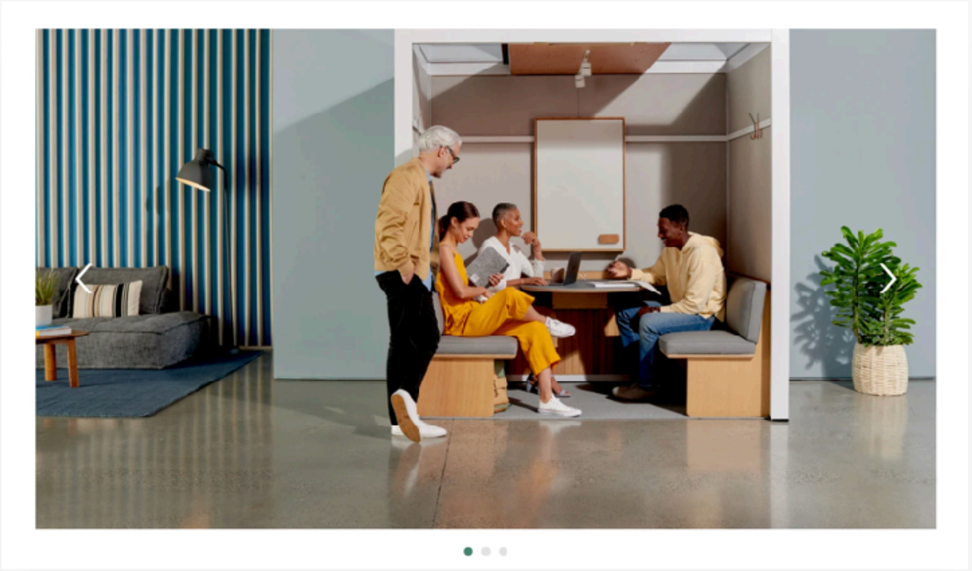

Laser Beam Dedicated Team
Worthwhile Mobile
Humane Blockchain
Superstar AR
Tsar VR
Daring Machine Learning
Applications for iOS and Android OS
Custom UIs with complex animations and transitions.
Augmented reality apps with ARKit and ARCore.
Applications for infographics and data visualization.
Learn more

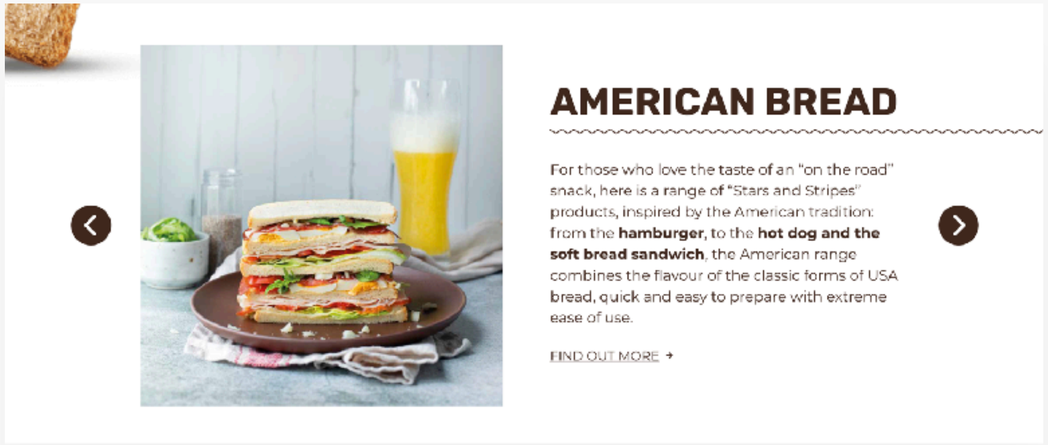

Plant-Based Protein
Vitamins & Minerals
Healthy Fats
Slower Digesting Carbs
Plant-Based Protein
Soy protein isolate is the only high quality plant-based protein that contains all 9 essential amino acids. These are the amino acids our bodies cannot produce and need to be consumed in the diet. In addition, it provides a smooth texture, optimal flavor profile and added health benefits. Learn more.

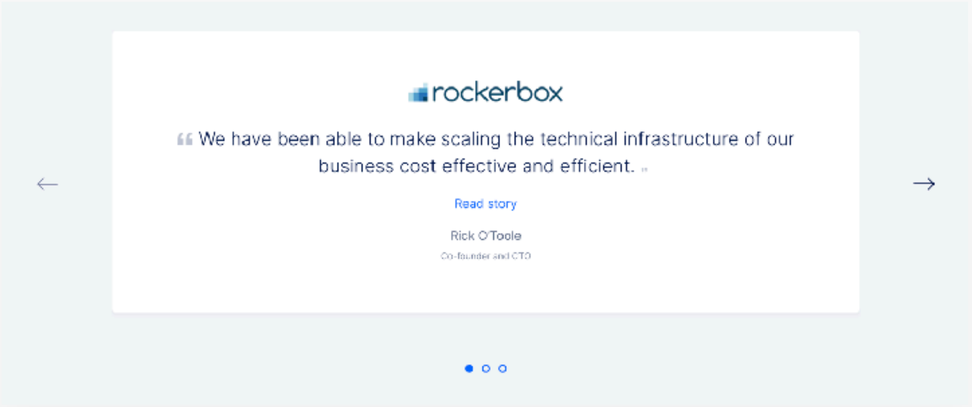

Deploy
Scale
Store
Secure
Monitor
Resize
Quickly scale up, scale down, or migrate to different Droplet types to meet the demands of your customers.
Floating IPs
Redirect network traffic between your Droplets using a Floating IP.


Sleep
Meditate
Move
Wake Up
Focus
Inspiring stories and mini-meditations delivered daily to help you start your morning right.
Meet The Wake Up


"The amount of time I've been able to save with Airtable has been immeasurable, and the more we've worked with it, the more applications we've found. Now the first question I ask is: How do we Airtable this?"
Rahul Kothari
Senior Product Marketing Manager
Frame.io

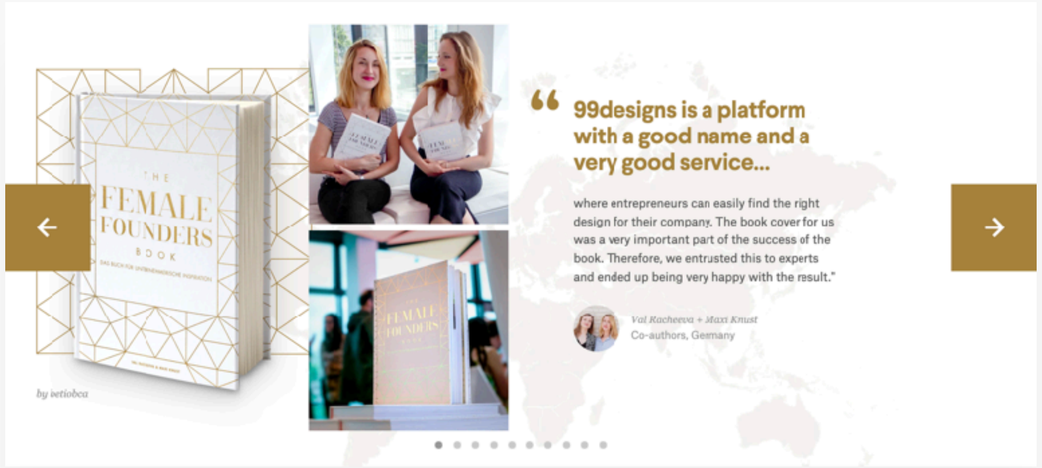


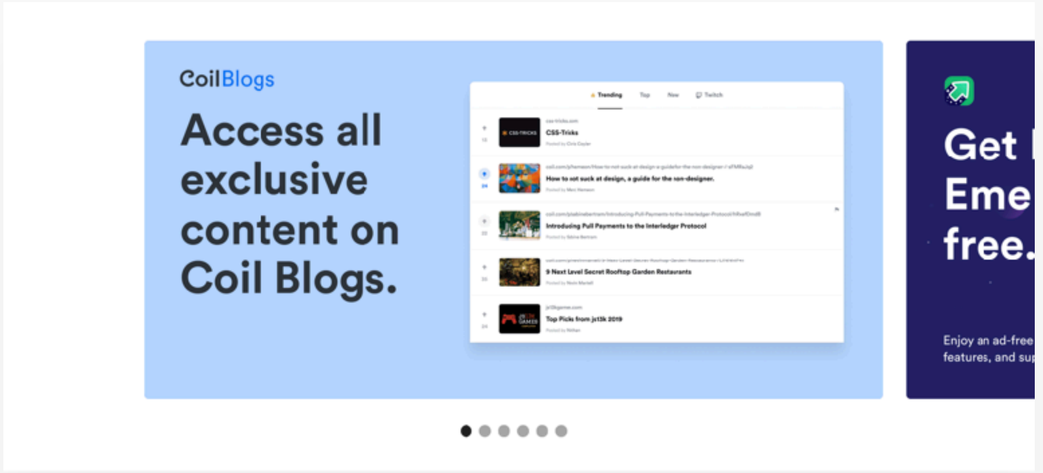

AMERICAN BREAD
For those who love the taste of an "on the road" snack, here is a range of "Stars and Stripes" products, inspired by the American tradition: from the **hamburger**, to the **hot dog and the soft bread sandwich**, the American range combines the flavour of the classic forms of USA bread, quick and easy to prepare with extreme ease of use.
FIND OUT MORE →

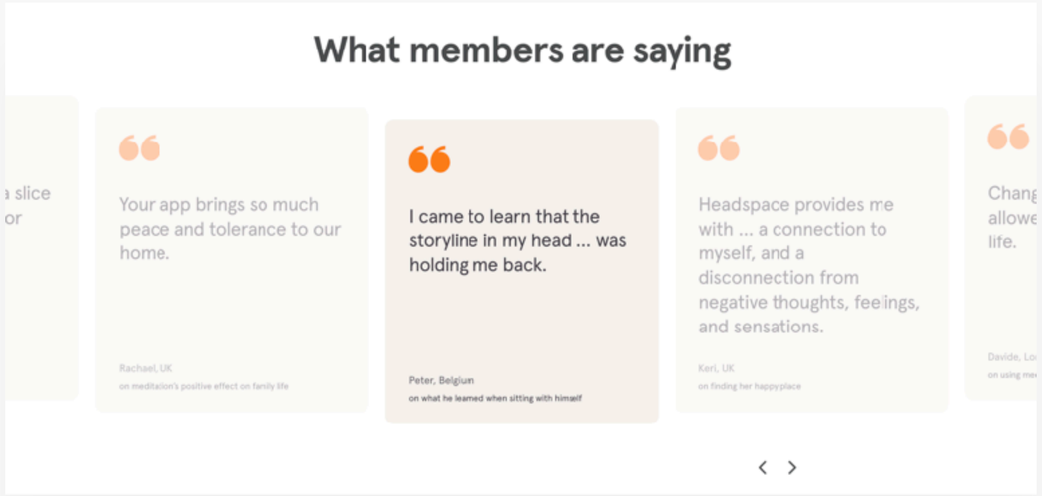

rockerbox
We have been able to make scaling the technical infrastructure of our business cost effective and efficient.
Read story
Rick O'Toole
Co-founder and CTO

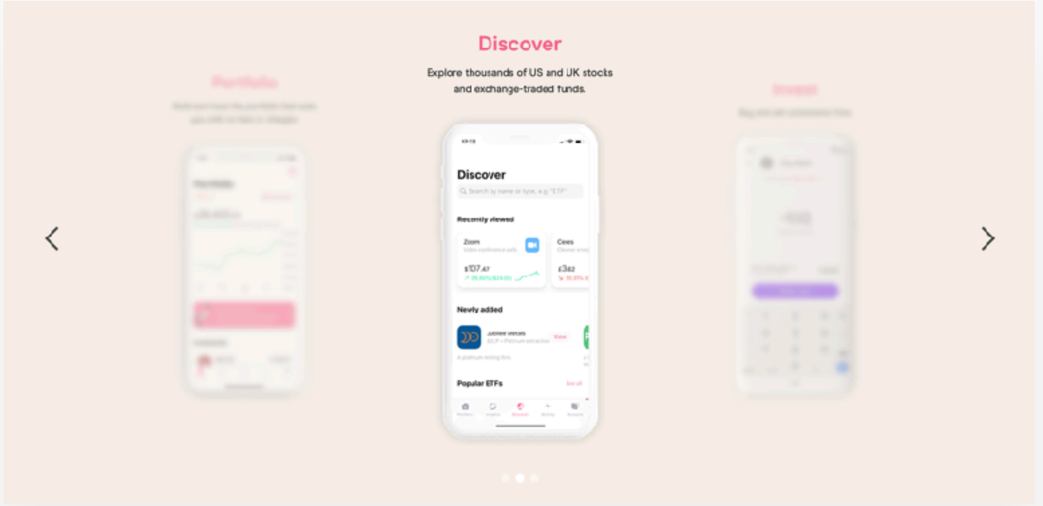
10 CAROUSEL

B COMPONENTS









11 CUSTOMER TESTIMONIALS

"hey.com is the most exciting app I've used in years. A complete rethinking of email, full of bold, brilliant ideas. Highly recommended. Not only for the product itself, but because its boldness will inspire you to question your assumptions and think differently."

Adrian Holovaty

"I just got an early demo of Hey from @jasonfried. I can confirm this will be my new default email over Gmail... it's a beautiful rethinking of everything wrong with email. I can't wait for you all to play with it soon."

Kevin Rose

"Let me tell ya'll something: Hey is going to change the way we use email. Bye-bye Gmail. Hellllooooo Hey."

Kris, MBA

"I can do everything on my own schedule. From picking out interview time slots to selecting only the companies I want to interview with, this is what recruiting should look like.

Joseph G.
Software Engineer

"I've never felt so taken care of by a recruiter in my life. Saying my Talent Advocate goes above and beyond is an understatement. She clearly loves what she does, and that devotion is absolutely contagious.

Jorge S.
UX Designer

"Finding a new job is tedious and stressful. Working with Hired meant multiple companies that were a good fit were looking to hire me.

Dipika M.
Software Engineer

"Leo is much more sophisticated than a simple news filtering tool. It's a true AI that uses machine learning and NLP to filter out the noise.

Jon Henshaw (Lead SEO Analyst – CBS Interactive)

Braintree
a PayPal service

"We call it our cheat code. To find qualified talent that's looking ... half the battle is already won.

Kyle Barbato
Sr. Manager, Talent Acquisition, Braintree

Don't just take our word for it

See what some of our 10,000+ users across the globe have to say

"We are using Reply.io for our outbound sales campaigns and for this the solution is pretty great."

Hannu Stewart
Head of Sales at Drawboard

"Reply has allowed me to quickly set up cold outreach campaigns while running fast and easy tests on messaging."

Brittney Barrett
Co-founder at Kinside

"Reply.io will take care of the weightlifting while you can focus on closing deals with your engaged prospects."

Alessandro Rinaldi
Head of Business Development at Labistech

★★★★★

Long time user - back again!

Infusionsoft / Keap is the most intuitive and customizable solution for my...

Michael Ferris

Feb 18, 2021

★★★★★

If you are committed to your business Keap is the support system for you.

The system is only limited by your commitment. The team and resources are there to create the...

David Radke

Feb 18, 2021

★★★★★

Keeping on task with Keap

I like the fact that Keap is available on all of my devices and I can very quickly access my...

Emily Rogers

Feb 03, 2021

★★★★★

I love Infusionsoft!

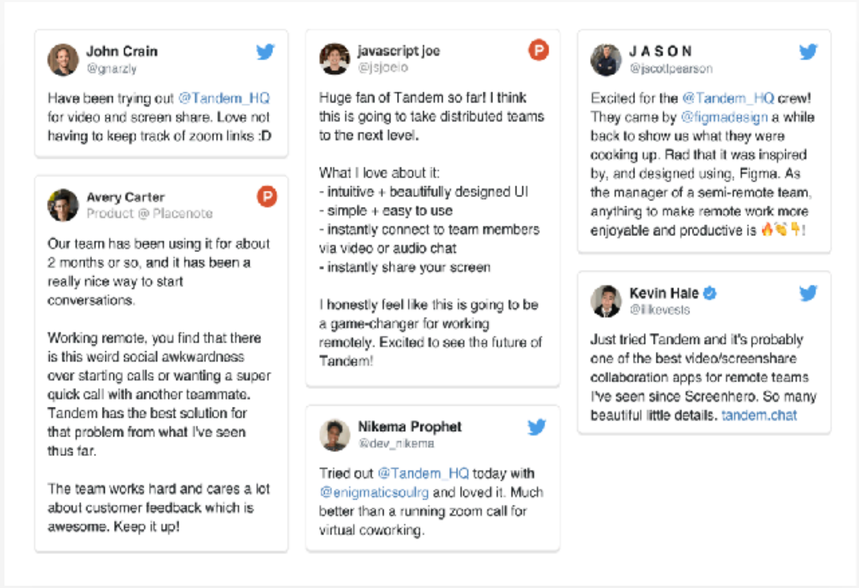
What I like best is how easy it is use to use and how it integrates with other...

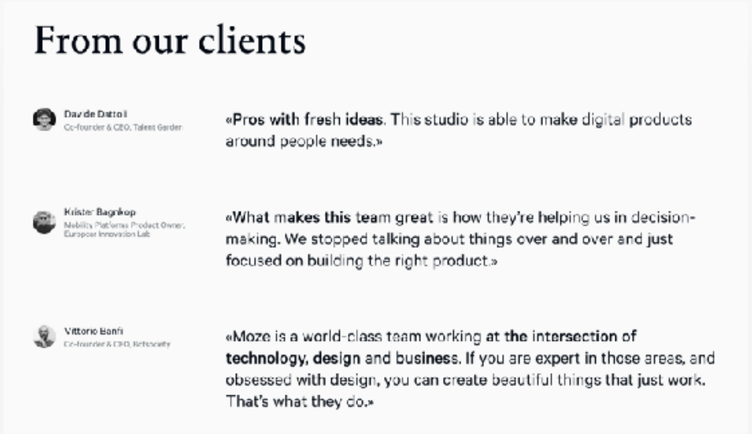
User in Marketing and Advertising

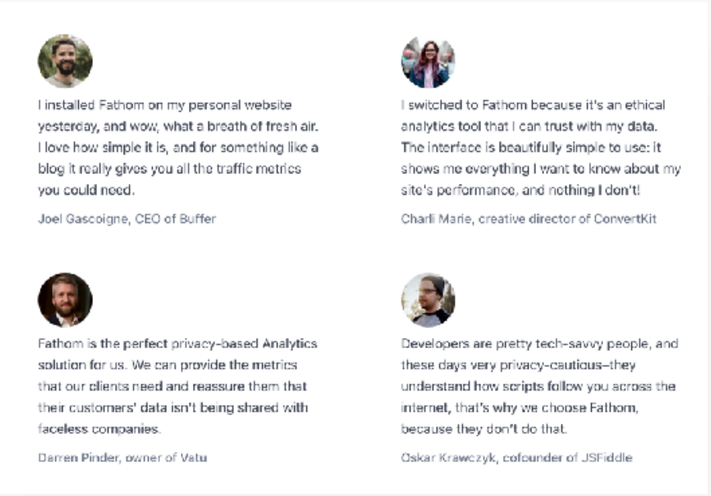
Jan 28, 2021

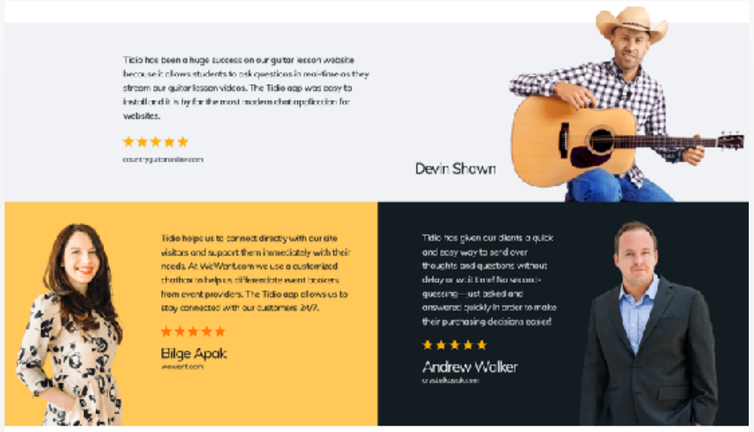
11 CUSTOMER TESTIMONIALS

B COMPONENTS



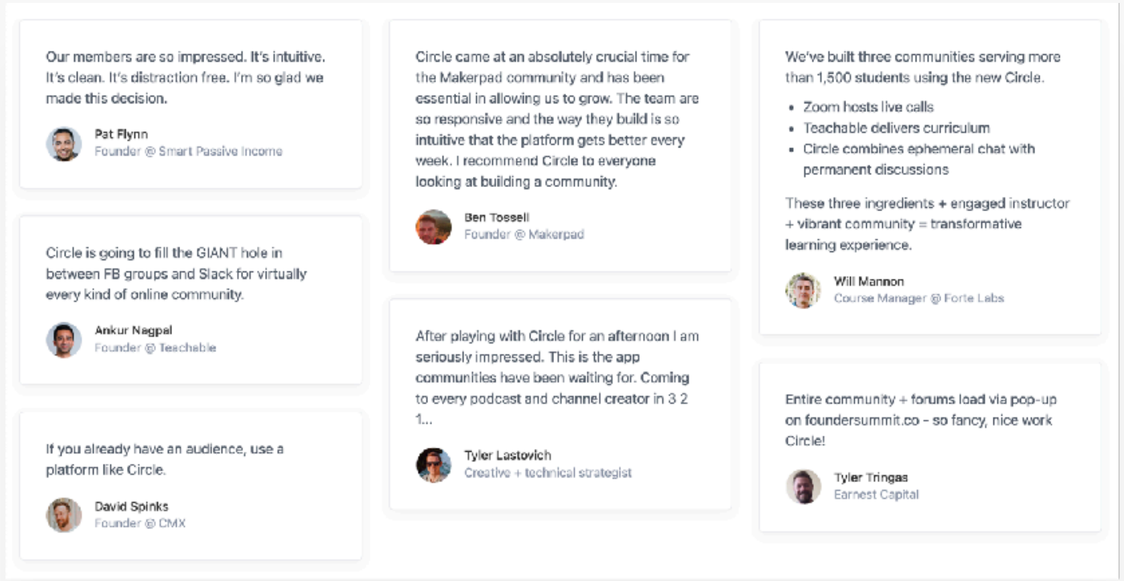


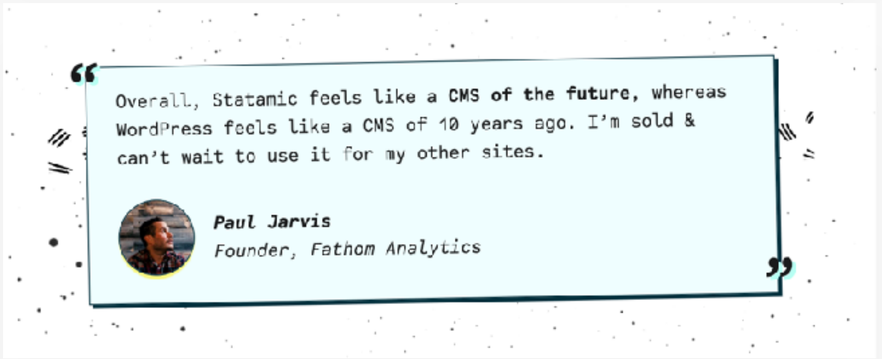


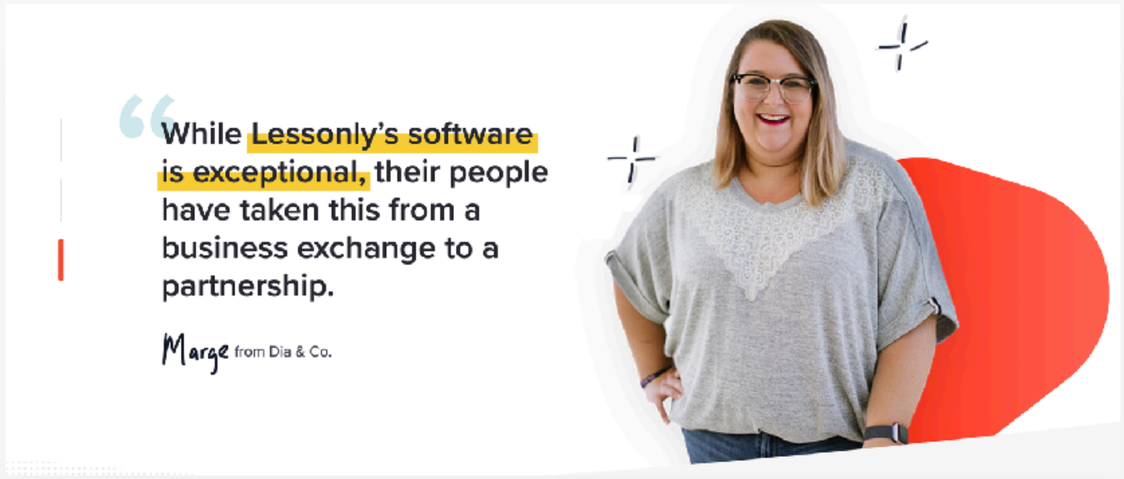


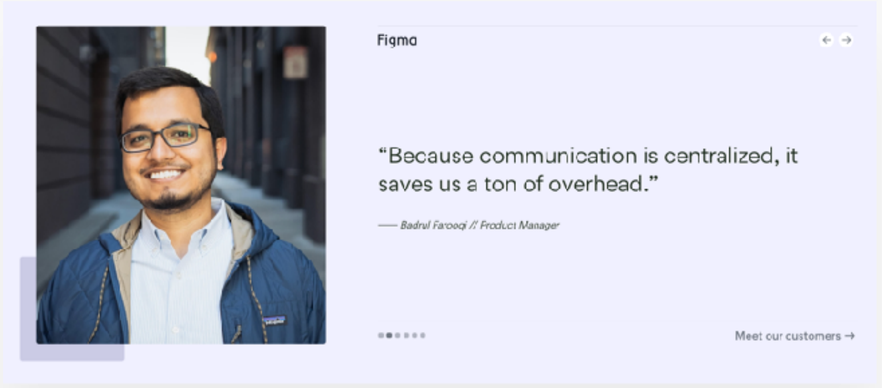
11 CUSTOMER TESTIMONIALS

B COMPONENTS

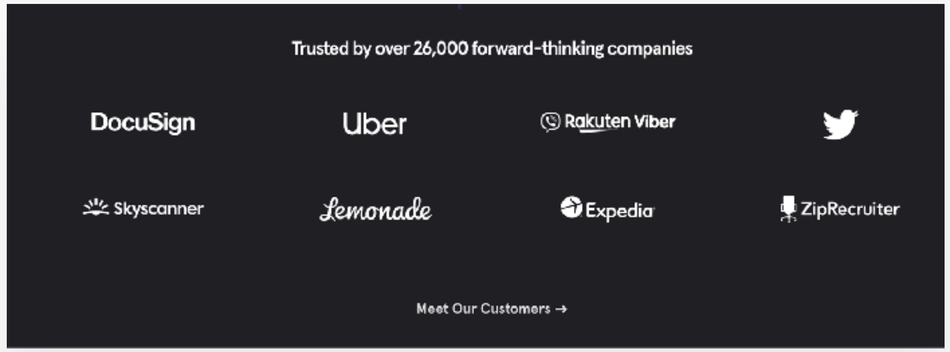


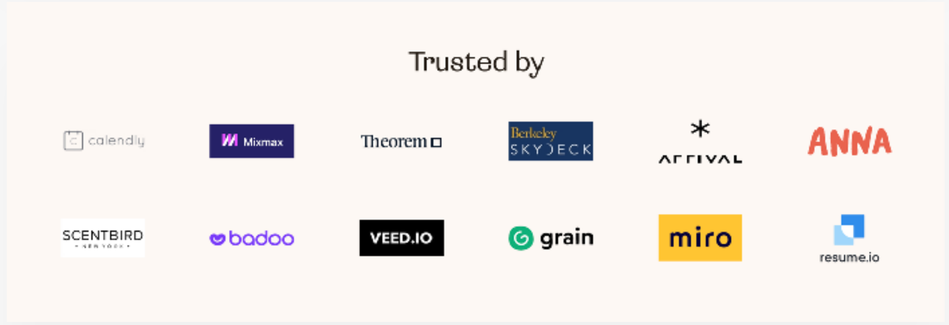


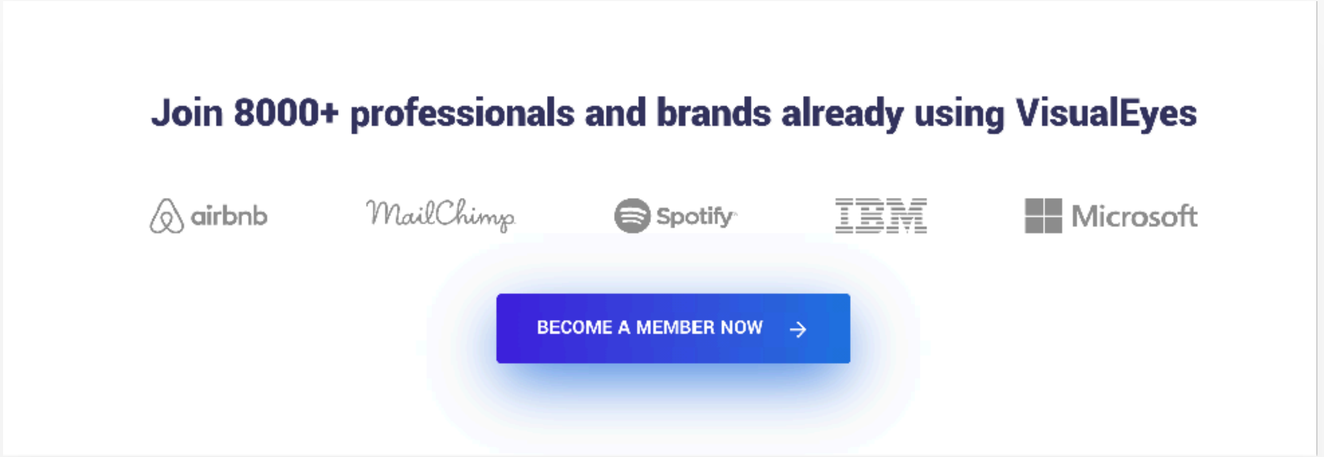




12 CUSTOMER LOGOS







12 CUSTOMER LOGOS

B COMPONENTS

You're in good company

Trusted by leaders at some of the world's most inspired organizations

NETFLIX

The best creators trust Frame.io

Google · MasterClass · BuzzFeed · Media Monks · HBO · Activision · LinkedIn · Condé Nast · group nine · Lightricks · IDEO · The New York Times · accenture · DJI · TED

Thousands of teams already add more focus to their work with Slite.

VANMOOF · airbnb · WeTransfer · Spotify · yousign · meero

amazon · DOORDASH · AB InBev · Brex · gojek · allbirds · Pinterest · PROGRESSIVE · PHILIPS · PLAID · Rappi · PELOTON · FOX · Mercedes-Benz · JLL · Jaguar Land Rover · Carrier · VOLVO · Rakuten · NFL · FIREEYE

From startups to Fortune 500s, the world's best teams use Retool to power their internal apps. Our customers →

13 FEATURED-IN LOGOS

B COMPONENTS

5 Stars
Thumbtack

4.8 Stars
Google

4.7 Stars
houzz

TechCrunch
"Sit back while neglected bathrooms are remade"

BUSINESS INSIDER
"Not like your typical general contractor"

FORTUNE
"Technology driven home-renovations"

crunchbase
"Handles the full remodel from start to finish"

WSJ
"A San Francisco based home renovation startup"

Featured in

startups
"Digitising the lunch experience"

Evening Standard

TechCrunch
"Netflix for food"

Forbes

CITY MATTERS
"Making lunch meetings healthier"

PROUDLY FEATURED BY TechCrunch Inc. Forbes The New York Times Entrepreneur USA TODAY

Your closest people deserve the best

Cocoon is a beautiful messaging app for sharing daily life with your closest groups. Private, permanent, and paid for by people instead of advertisers.

THE TODAY SHOW
FEATURED

APP OF THE DAY
APPLE

1 APP OF THE DAY
PRODUCT HUNT

AS FEATURED IN

WSJ Bloomberg The New York Times REUTERS CNBC

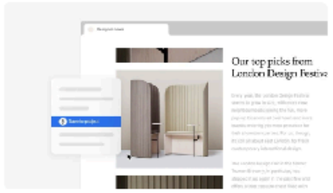
14 STEPS

B COMPONENTS

01

Any product, any website

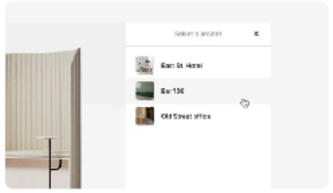
Right-click on any image on any website and click Save to project



02

Save it to Clippings

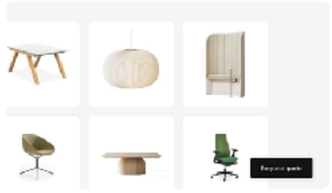
Add details and select your project. The product will be added to the board.



03

We'll source it for you

Request a quote on Clippings, and our team will source it for you.*



*subject to project qualification, fees may apply.

It's easy as 1, 2, 3

Clerksy can help use your unique business needs. Here's how:

Fill out a form and tell us what you're looking for:

5 minutes

Time it will take a Clerksy rep to follow up:

24 hours

Take advantage of our monthly plans starting at:

$969 USD

Book Free Discovery Call

1. Pick a style

Browse our style templates to find the best visual match for your product. You can even try a free sample photo if you're not sure.

2. Pack your products

Schedule a free next day product pick-up and leave the leg work to us. We'll text you once your photos are ready!

3. Download photos

Resized for feed, story or billboard - Simply hit download and share instantly on your e-commerce store or social media.

1

Solve a programming quiz (~15 min)

Take a role-specific quiz that will prove your knowledge.

2

Take the coding challenge (~40 min)

Because we value your skills, not your CV.

3

Record a 3-minute video (~5 min)

We've recorded 3 simple questions for you to answer.

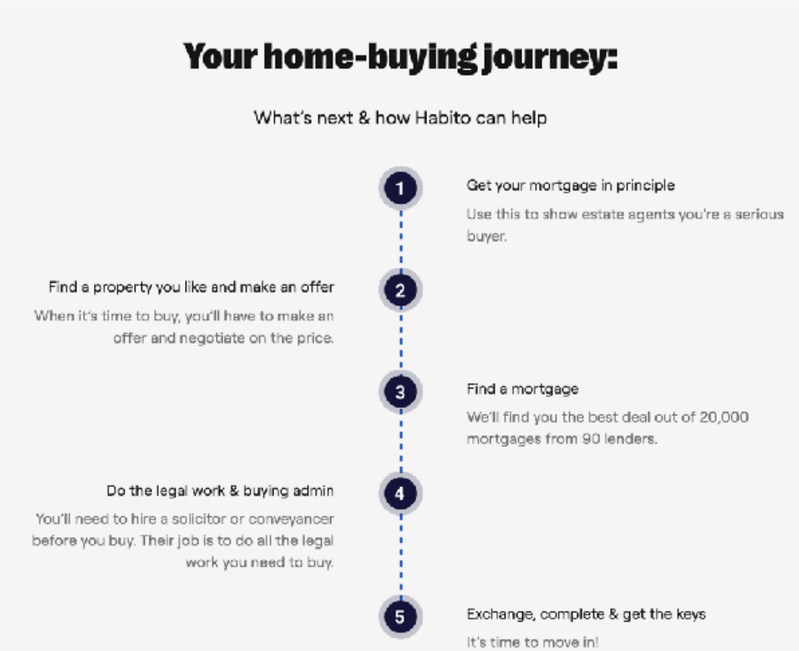
4

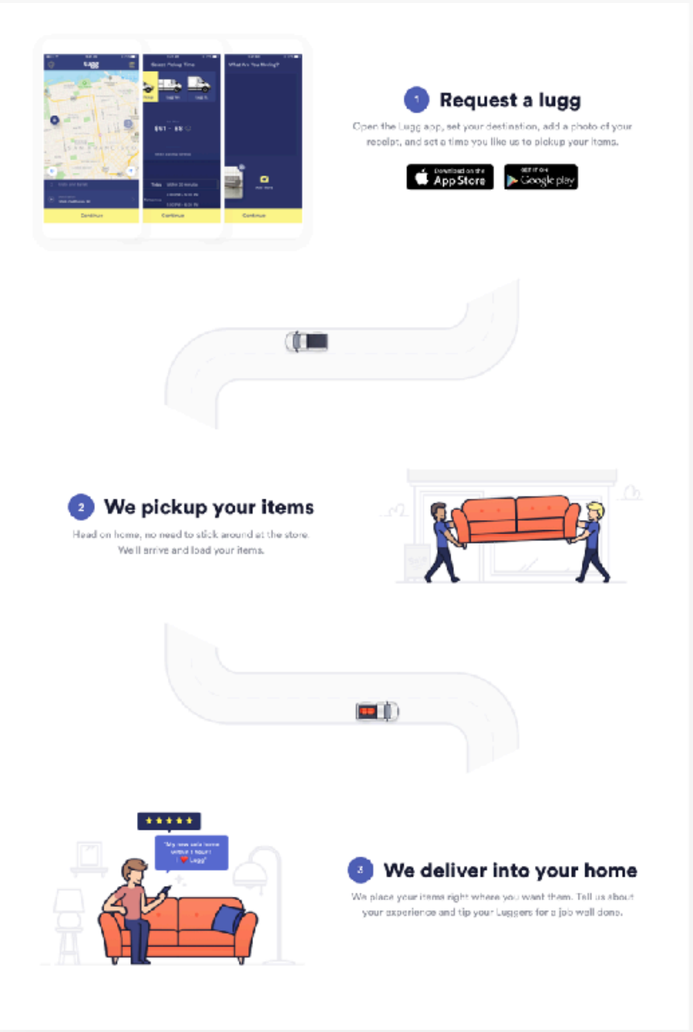
Receive offers! (as long as you want)

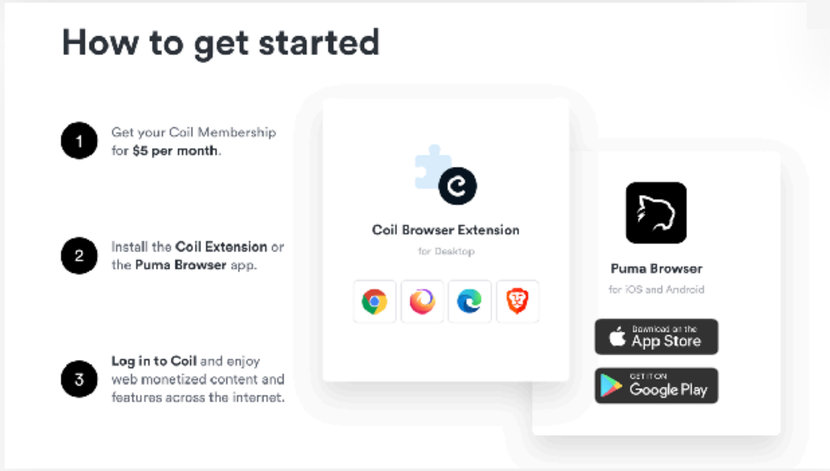
Become visible to all companies and get matched with the relevant ones.

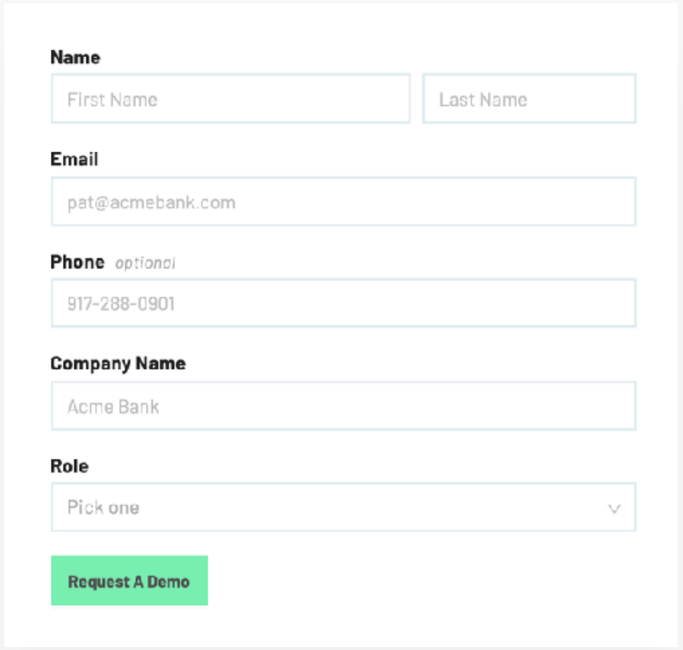
14 STEPS

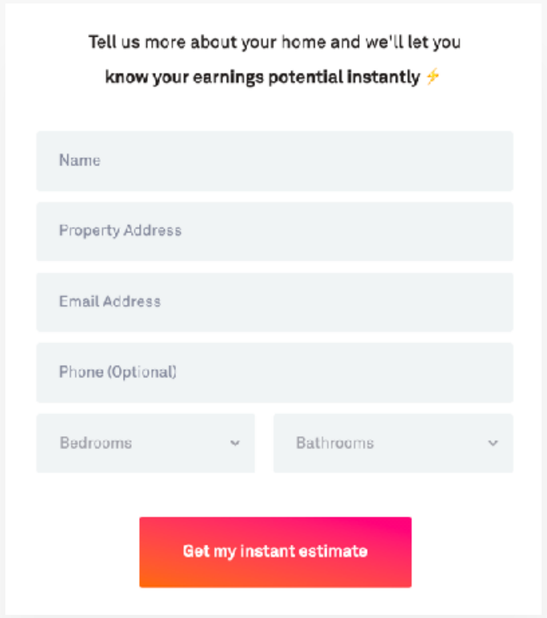
B COMPONENTS

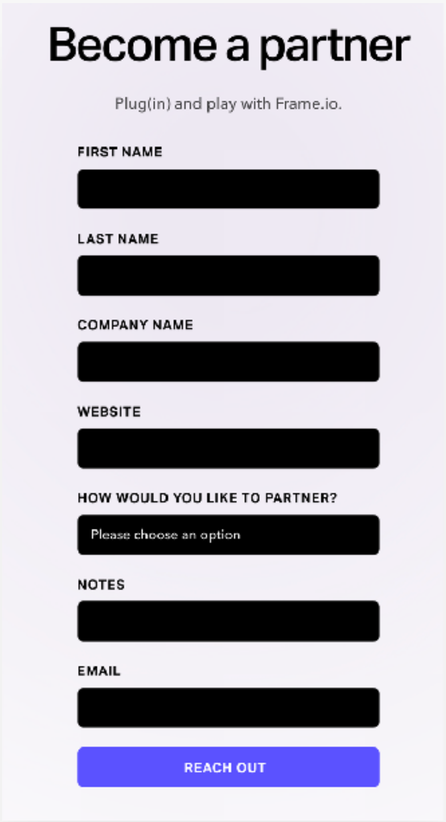


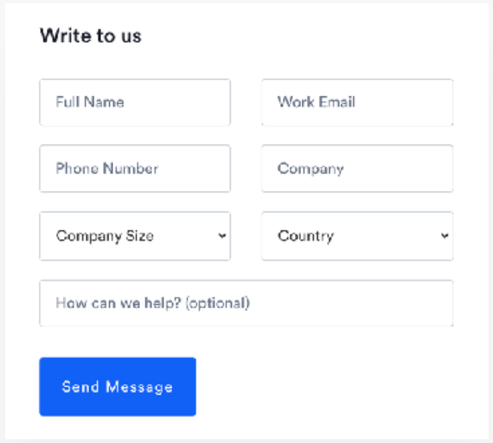


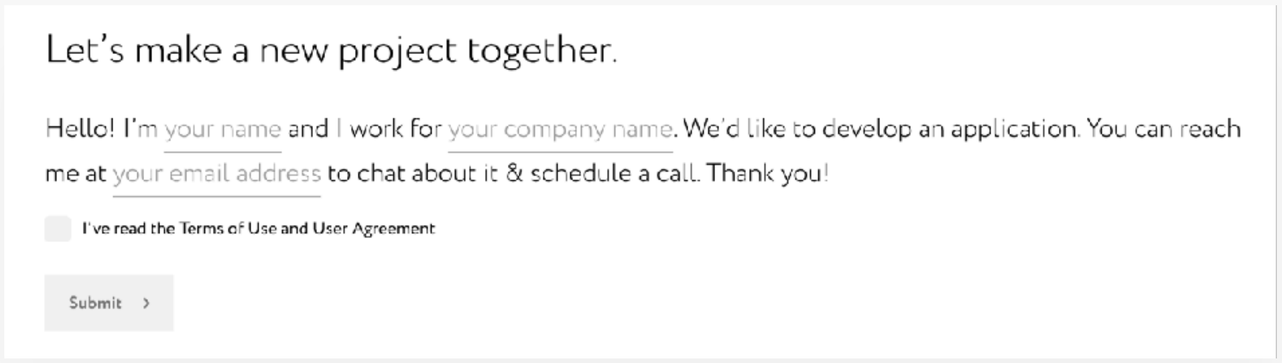


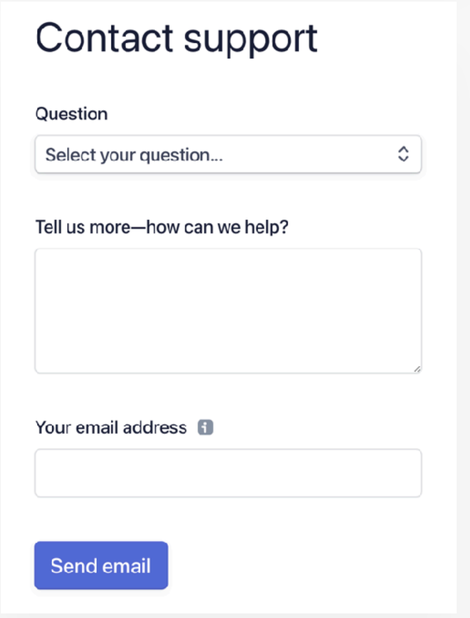

Name
First Name
Last Name
Email
pat@acmebank.com
Phone optional
917-288-0901
Company Name
Acme Bank
Role
Pick one
Request A Demo


Tell us more about your home and we'll let you know your earnings potential instantly ⚡
Name
Property Address
Email Address
Phone (Optional)
Bedrooms
Bathrooms
Get my instant estimate


Become a partner
Plug(in) and play with Frame.io.
FIRST NAME
LAST NAME
COMPANY NAME
WEBSITE
HOW WOULD YOU LIKE TO PARTNER?
Please choose an option
NOTES
EMAIL
REACH OUT

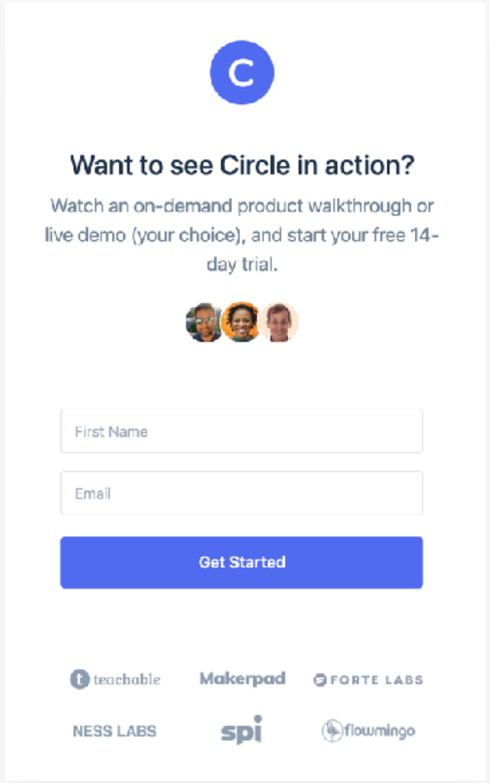

Write to us
Full Name
Work Email
Phone Number
Company
Company Size
Country
How can we help? (optional)
Send Message

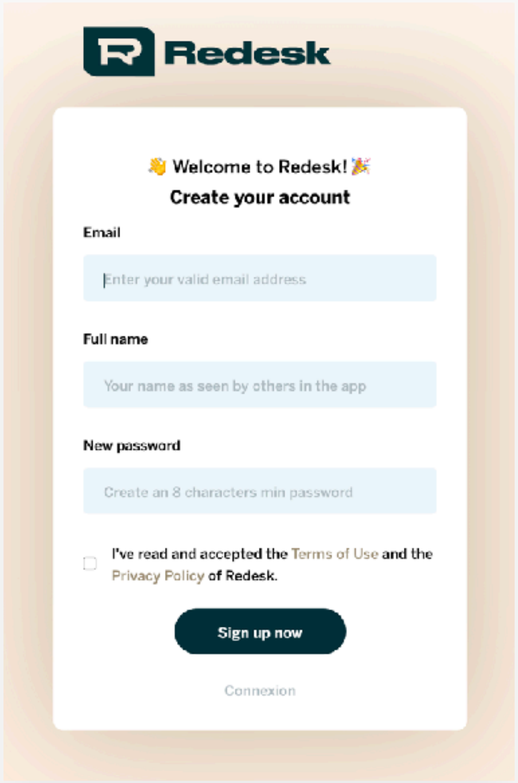

Let's make a new project together.
Hello! I'm your name and I work for your company name. We'd like to develop an application. You can reach me at your email address to chat about it & schedule a call. Thank you!
I've read the Terms of Use and User Agreement
Submit

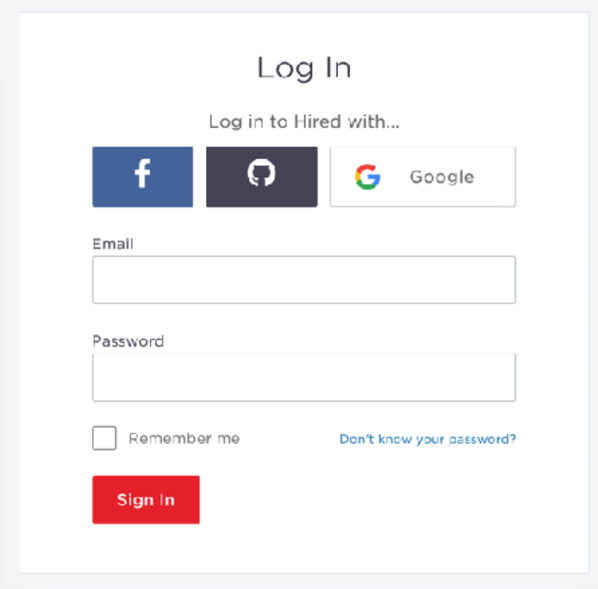

Contact support
Question
Select your question...
Tell us more—how can we help?
Your email address
Send email

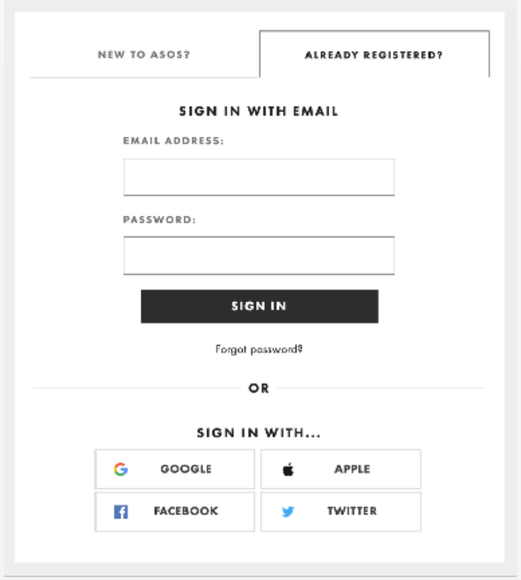
15 FORMS

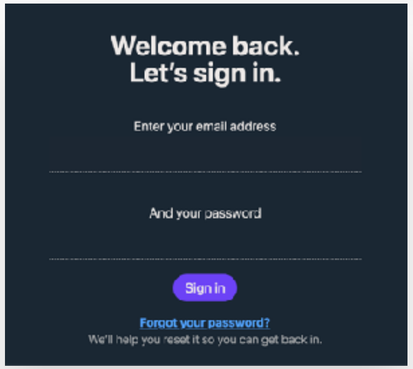
B COMPONENTS

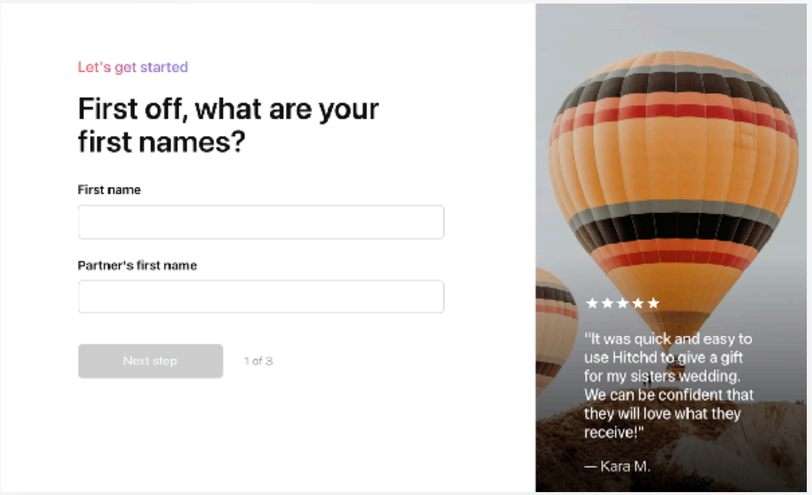


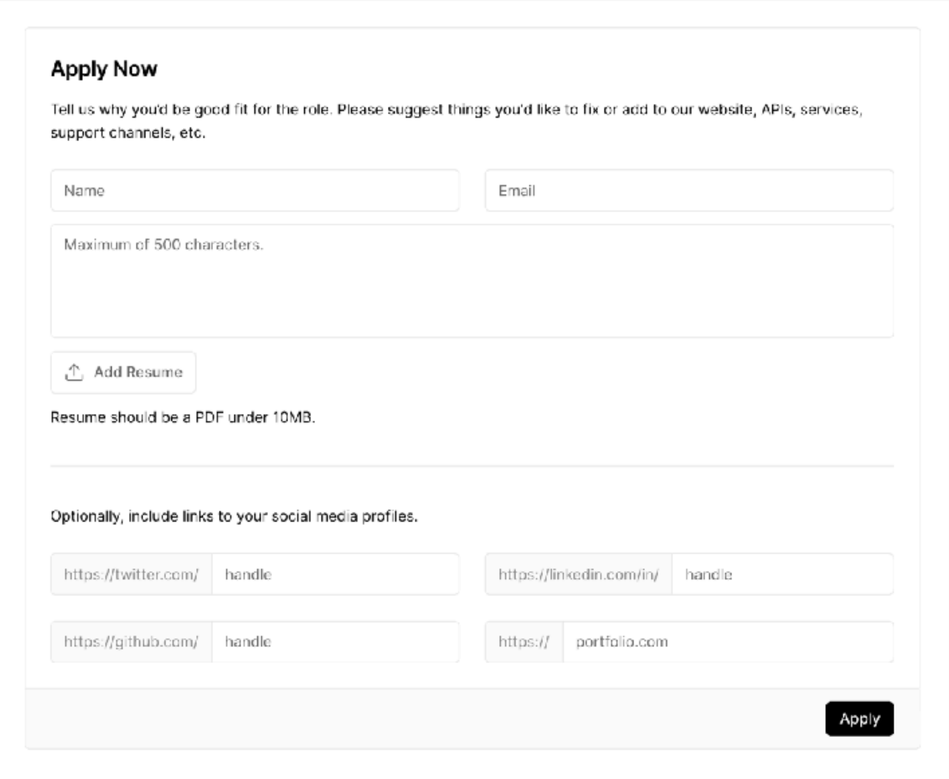


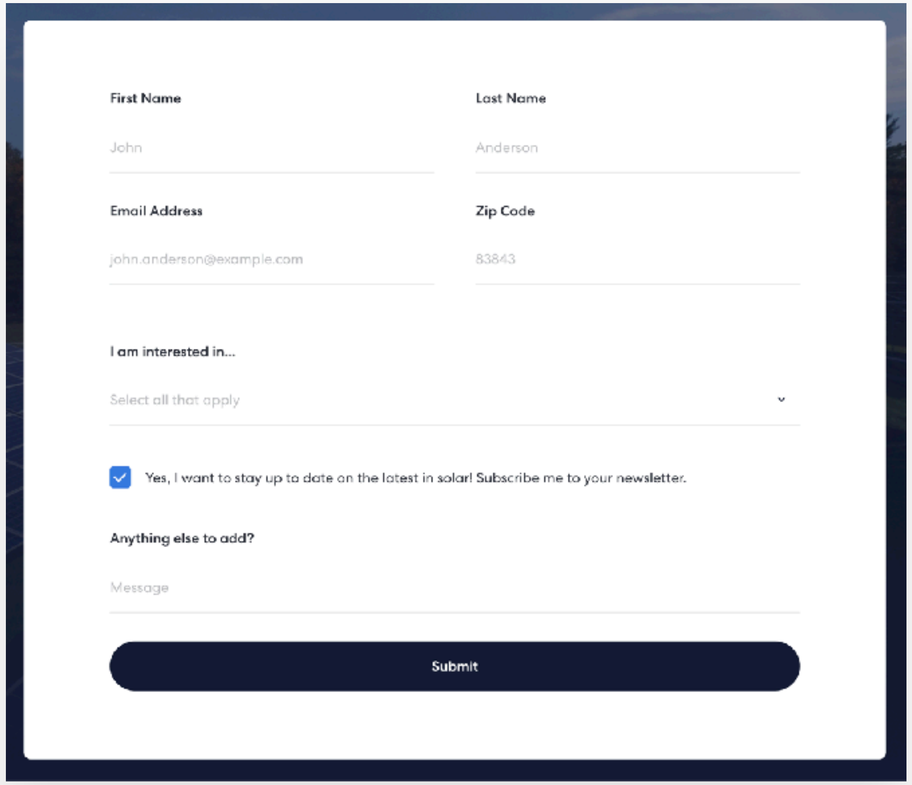


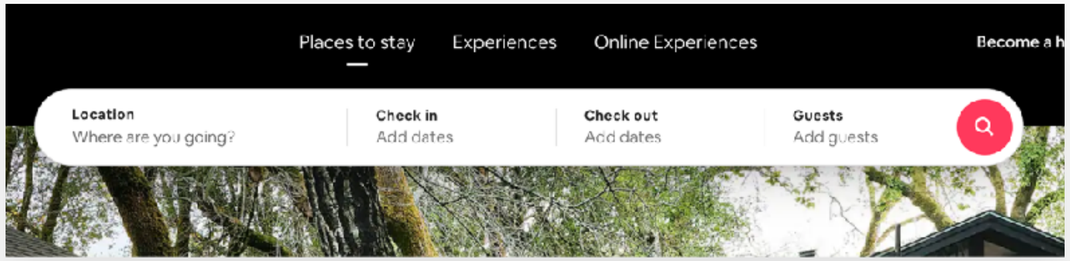


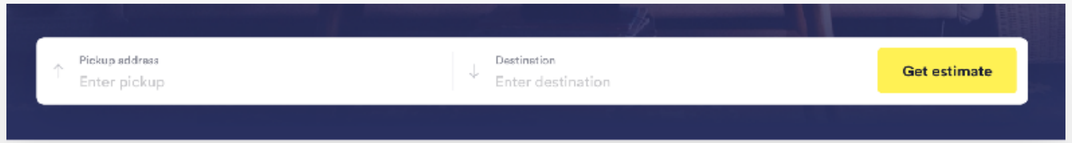





Apply Now
Tell us why you'd be good fit for the role. Please suggest things you'd like to fix or add to our website, APIs, services, support channels, etc.
Name
Email
Maximum of 500 characters.
Add Resume
Resume should be a PDF under 10MB.
Optionally, include links to your social media profiles.
https://twitter.com/
handle
https://linkedin.com/in/
handle
https://github.com/
handle
https://
portfolio.com
Apply


First Name
John
Last Name
Anderson
Email Address
john.anderson@example.com
Zip Code
83843
I am interested in...
Select all that apply
Yes, I want to stay up to date on the latest in solar! Subscribe me to your newsletter.
Anything else to add?
Message
Submit


Places to stay
Experiences
Online Experiences
Become a h
Location
Where are you going?
Check in
Add dates
Check out
Add dates
Guests
Add guests


Pickup address
Enter pickup
Destination
Enter destination
Get estimate

16 TABLES

B COMPONENTS

Leads

EMAIL	NAME	COMPANY	ROLE	LOCATION
ashley@clearbit.com	Ashley Taylor	Clearbit	Partnerships	San Francisco, CA
dcancel@drift.com	David Cancel	Drift	CEO	Boston, MA
elena@tealium.com	Elena Hill	Tealium	Digital Programs	San Diego, CA
marc@salesforce.com	Marc Benioff	Salesforce	CEO	San Francisco, CA
payal@classpass.com	Payal Kadakia	ClassPass	Executive Chairman	New York, NY

Security

PASSWORD PROTECTION	✓	✓
TIME LIMITS	✓	✓
VIEW LIMITS	✓	✓
DOMAIN-RESTRICTED ACCESS	✗	✓
IDENTIFY VERIFICATION	✗	✓

	Limepay	Buy now, pay later providers	Payment Gateways
Pay in instalments	✓ Yes	Yes	No
Branding	✓ Yours	Theirs	Not applicable
Merchant dashboard	✓ Full	Limited	Limited
Reporting	✓ Full	Limited	Limited
Purchase behaviour insights	✓ Yes	No	Yes
Customers stay on your site	✓ Yes	No	No
Accepted payment types	✓ All major cards and digital wallets	Major cards and bank accounts	Varies - usually most cards and digital wallets

Size	Chest	Waist	Hip	Sleeve length
XS	33"–34"	25"–28"	32"–34"	33"
2–4.5	36"–38"	29"–31"	35"–37"	33.5"
5–7.5	39"–41"	32"–34"	38"–40"	34"
8–10.5	42"–44"	35"–37"	41"–43"	34.5"
11–13.5	45"–48"	38"–41"	44"–46"	35.5"
XXL	49"–53"	42"–45"	47"–49"	36"
XXL	54"–58"	46"–49"	50"–52"	37.5"

Up Everyday Accounts

Your Up account is free for most standard use. Interest is charged in the event your Up account becomes overdrawn.

Monthly service fee	Free
Direct debits	Free & unlimited
Online payments	Free & unlimited
Deposits to Savers	Free & unlimited
Domestic ATM withdrawals	Free at most major Bank ATMs
Domestic ATM enquiry	Free at most major Bank ATMs
International transaction fees	0%
International ATM withdrawal	Free at most major Bank ATMs
International ATM enquiry	Free at most major Bank ATMs
Overdrawn interest rate	11.23% p.a.

16 TABLES

B COMPONENTS

	Personal		Business		
	Plus For individuals Buy now	**Family** For families Buy now	**Professional** For individuals Try for free or purchase now	**Standard** For smaller teams Try for free or purchase now	**Advanced** For larger teams Try for free or purchase now
Dropbox core features					
Storage	2 TB (2,000 GB)	Share 2 TB (2,000 GB)	3 TB (3,000 GB)	5 TB (5,000 GB)	As much space as needed
Users	1 user	Up to 6 users	1 user	3+ users	3+ users
Best-in-class sync technology	✓	✓	✓	✓	✓
Integrated desktop experience	✓	✓	✓	✓	✓
Anytime, anywhere access	✓	✓	✓	✓	✓
Computer backup	✓	✓	✓	✓	✓
Easy and secure sharing	✓	✓	✓	✓	✓
256-bit AES and SSL/TLS encryption	✓	✓	✓	✓	✓

Stock	Ticker	Status	Exchange	Sector	IPO Price	No of Shares	IPO Date
AmeriHome, Inc.	AHM	Filed 💼	NYSE	Finance	$16	14.7M	
AppLovin		Rumour🤑		Entertainment			
Ascensus		Rumour🤑		Finance			
Butterfly Network SPAC	BFLY	Filed 💼	NYSE	Healthcare			
Caliber Home Loans, Inc.	HCMS	Filed 💼	NYSE	Properties	$14	23M	
Coinbase		Rumour🤑		Tech			
Coinbase		Filed 💼		Finance			
Coupang	CPNG	Filed 💼	NASDAQ	Tech			
Coursera		Rumour🤑		Tech			

db Xtrackers Euro STOXX 600 UCITS ETF (Acc.) (XSX6)
European stock market
LSE GBP ETF
Plus only, ISA, SIPP

db Xtrackers Russell 2000 UCITS ETF (Acc.) (XRSG)
US small companies
LSE GBP ETF
Plus only, ISA, SIPP

db Xtrackers Russell Midcap UCITS ETF (Acc.) (XRSS)
Medium US companies
LSE GBP ETF
Plus only, ISA, SIPP

ECommerce L&G UCIT ETF (ECOG)
Ecommerce logistics
LSE GBP ETF
Plus only, ISA,

EMQQ Emerging Markets Internet & Ecommerce UCITS ETF - Accumulating (GBP) (EMQP)
EM internet companies
LSE GBP ETF
Plus only, ISA, SIPP

Fidelity US Quality Income UCITS ETF GBP Inc (FUSI)
US Quality Income
LSE GBP ETF Finance
Plus only, ISA, SIPP

First Trust Cloud Computing UCITS ETF Class A USD Accumulation (GBP) (FSKY)
Firms in the cloud space
LSE GBP ETF
Plus only, ISA, SIPP

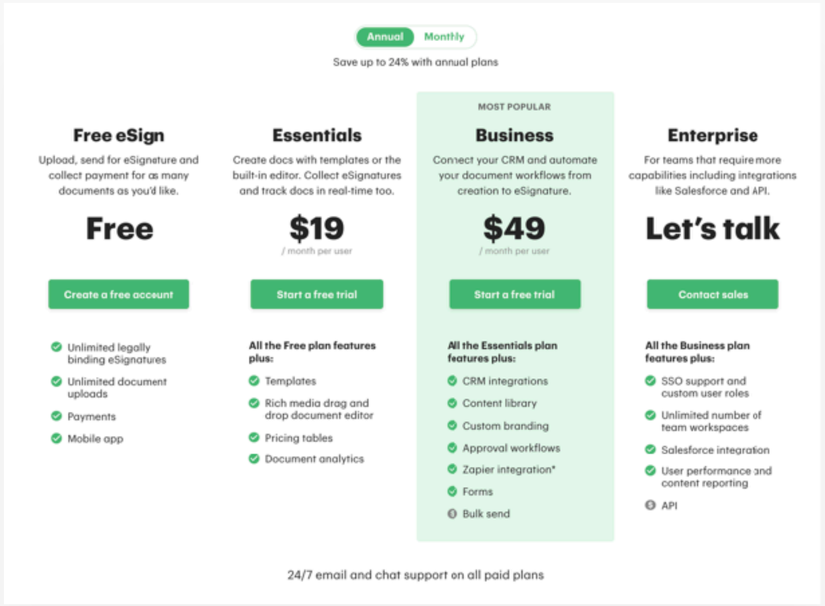
First Trust US Equity Income UCITS ETF (UINC)
NASDAQ dividend stocks
LSE GBP ETF Finance
Plus only, ISA, SIPP

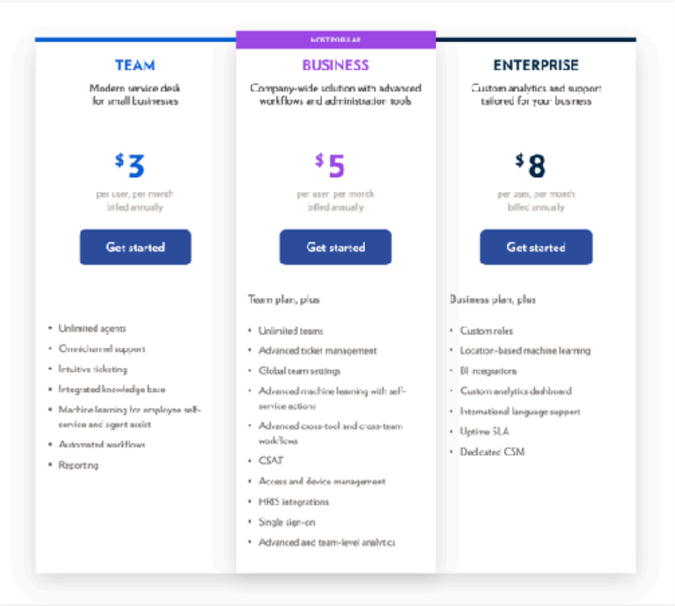
Gold Bullion Securities ETC (GBP) (GBSS)
Gold
LSE GBP ETF
GIA, Plus, ISA, SIPP

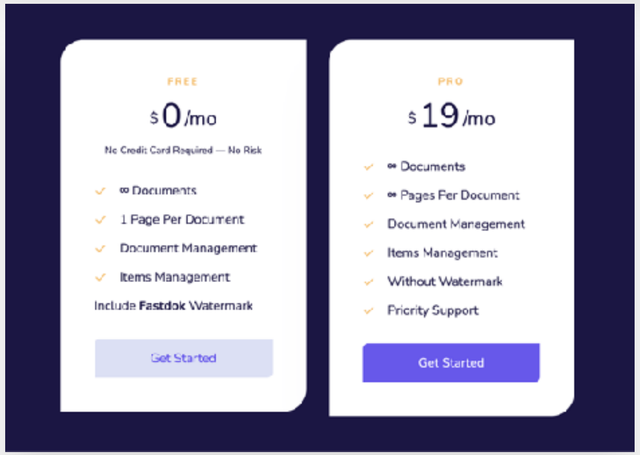
HSBC FTSE 100 UCITS ETF (HUKX)
UK large cap stocks
LSE GBP ETF
Plus only, ISA, SIPP

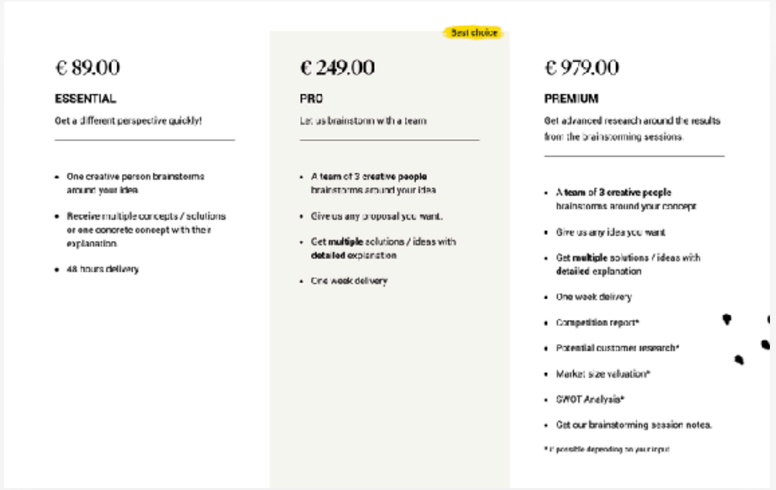
Memory	vCPUs	Transfer	SSD	$/HR	$/MO	
8GB	2vCPU	4TB	25GB	0.089	$60	Sign up
16GB	4vCPUs	5TB	50GB	$0.179	$120	Sign up
32GB	8vCPUs	6TB	100GB	$0.357	$240	Sign up
64GB	16vCPUs	7TB	200GB	$0.714	$480	Sign up
128GB	32vCPUs	8TB	400GB	$1.429	$960	Sign up
160GB	40vCPUs	9TB	500GB	$1.786	$1200	Sign up

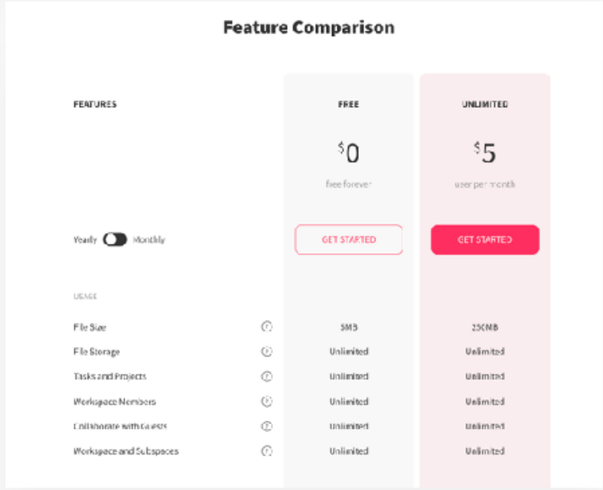
17 PRICING TABLES





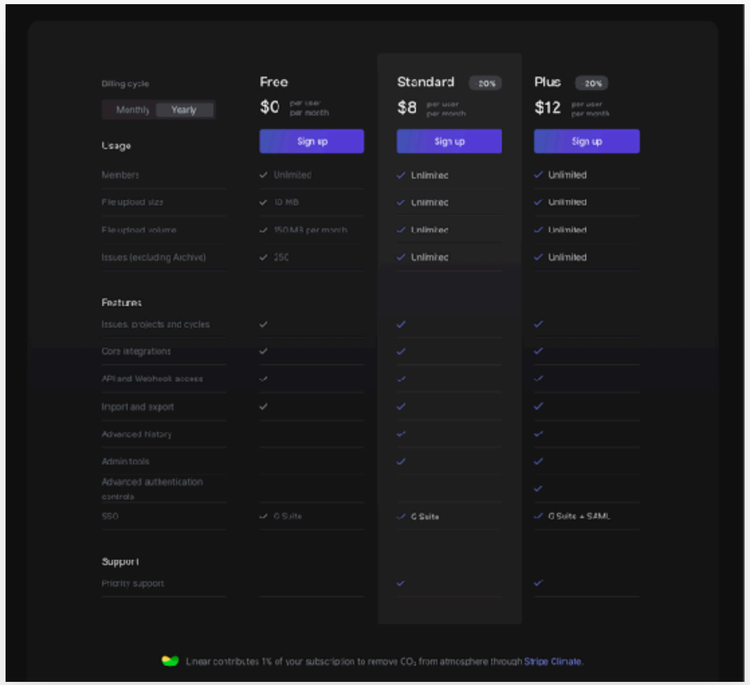


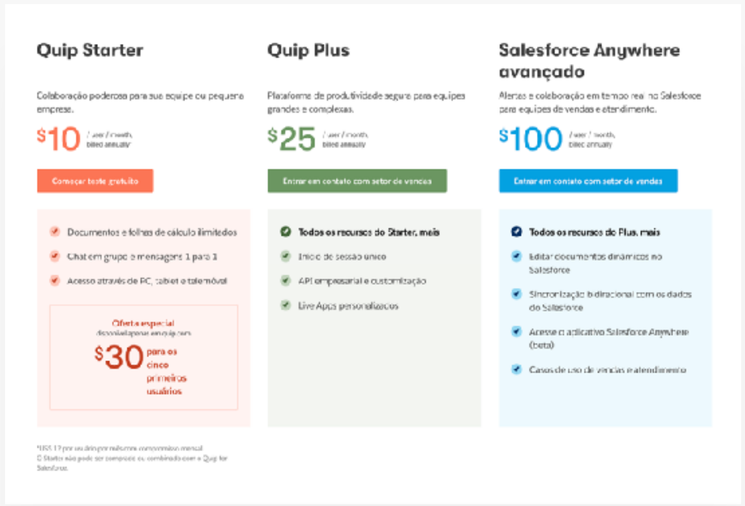


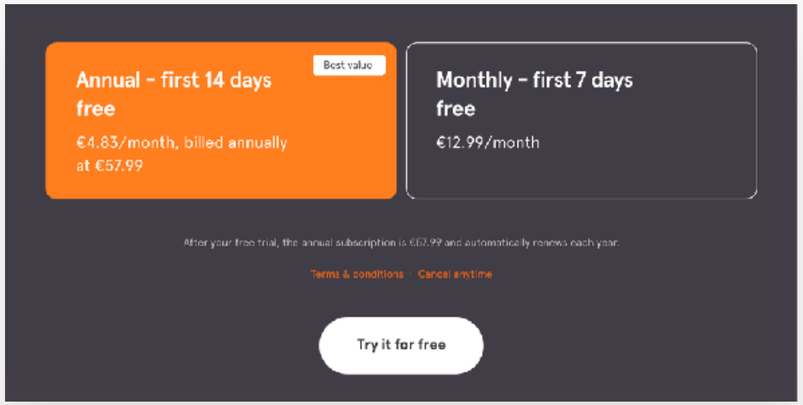


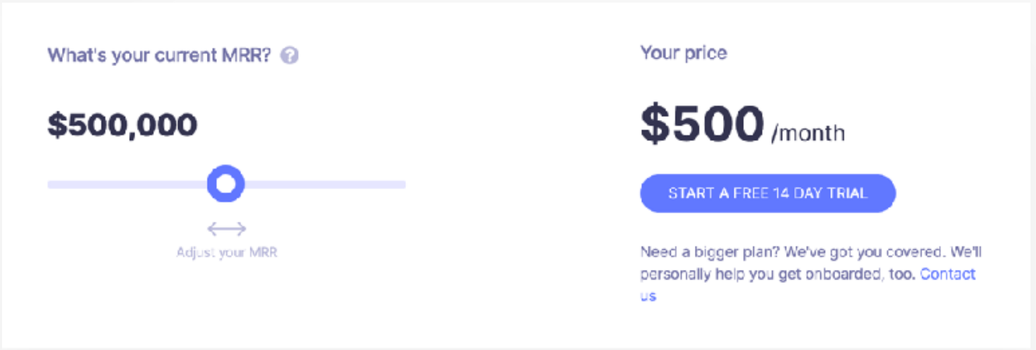
17 PRICING TABLES

B COMPONENTS

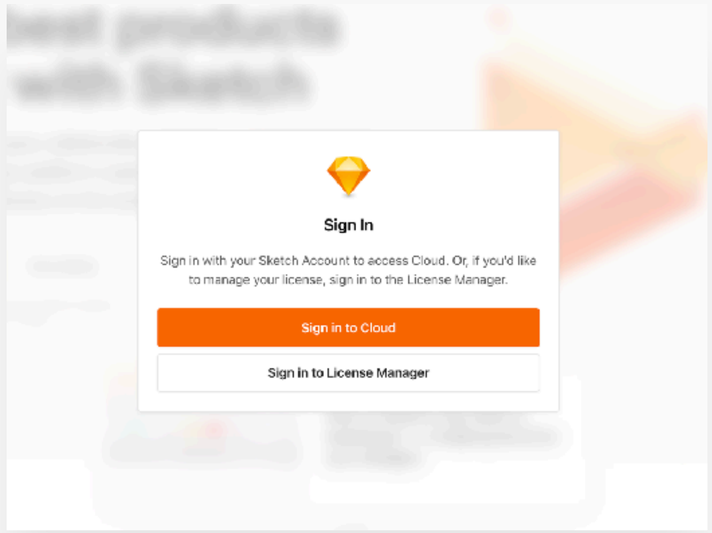


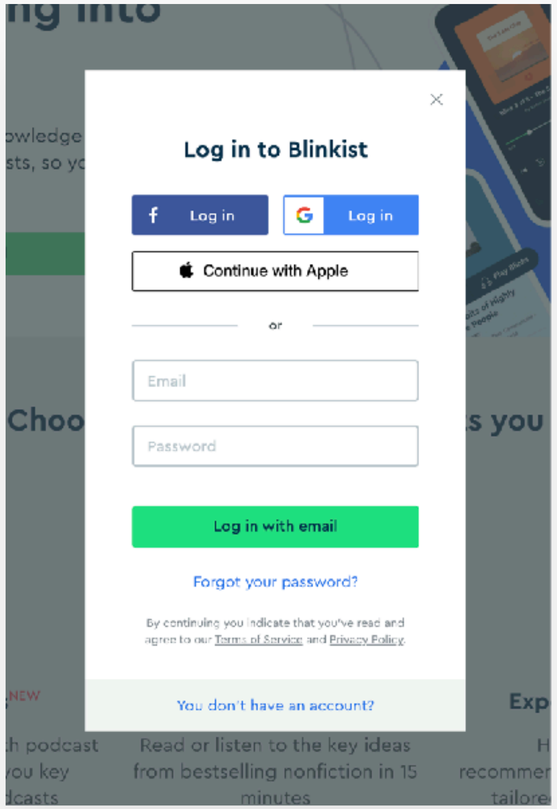


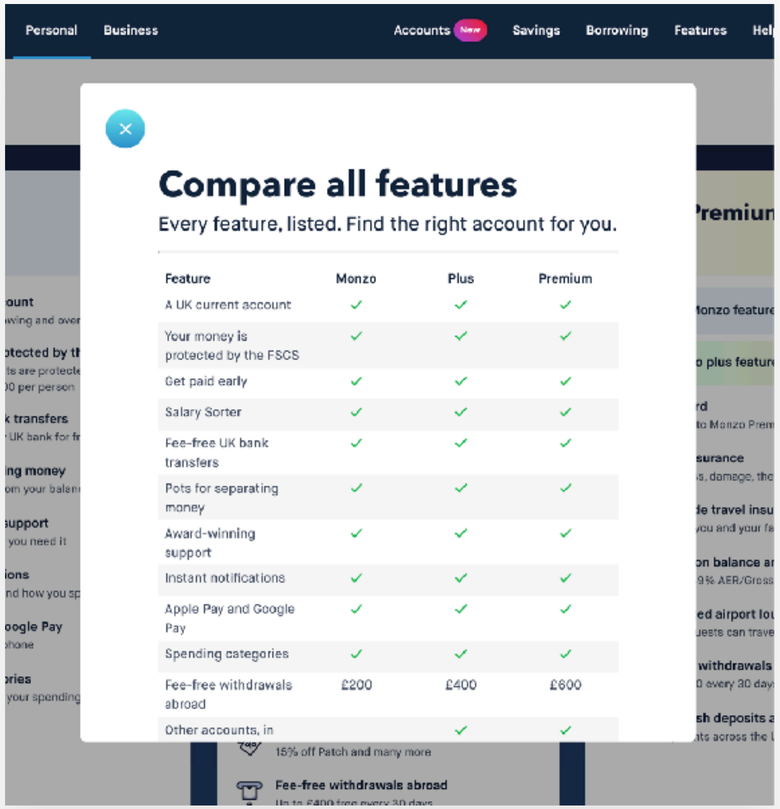


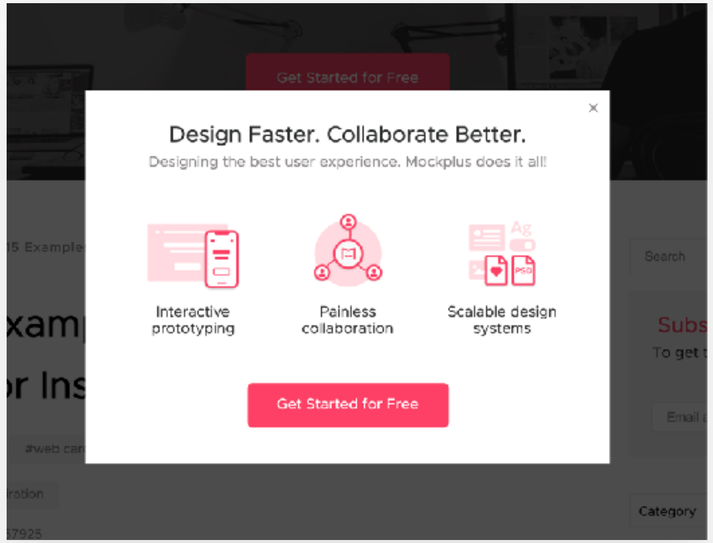


18 MODAL WINDOWS

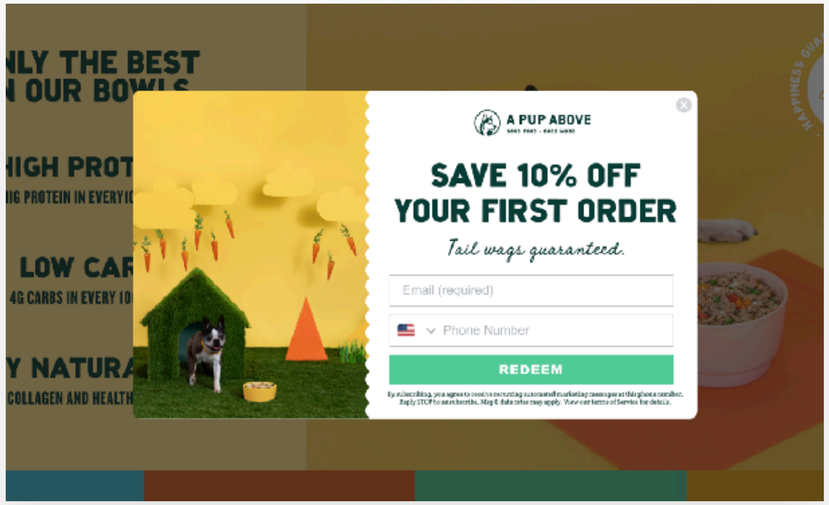


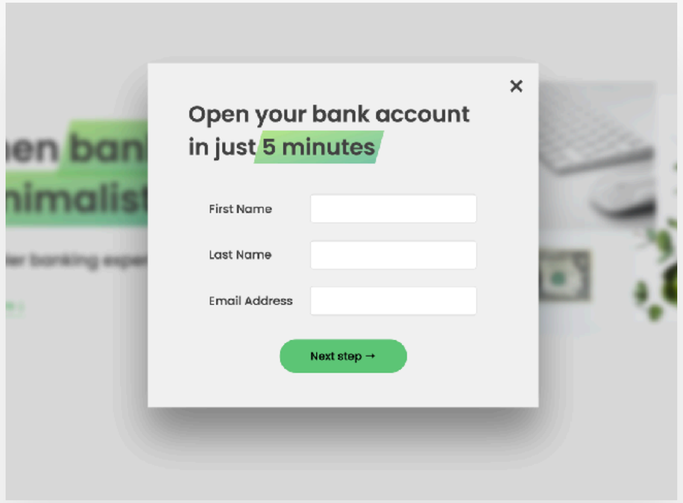


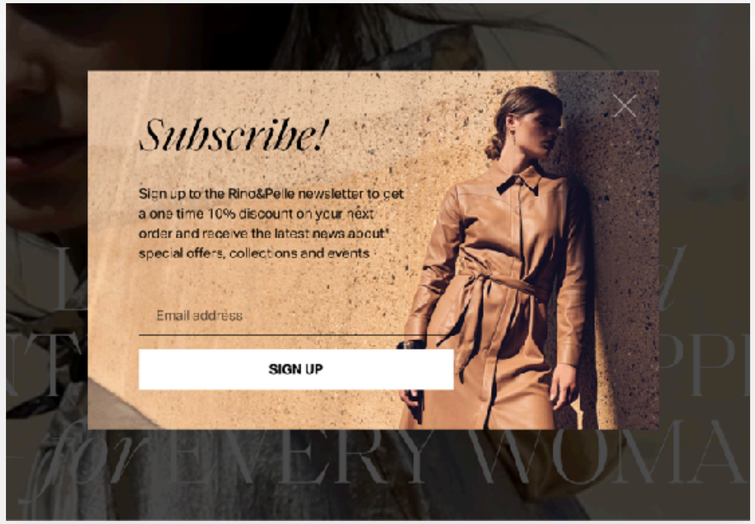


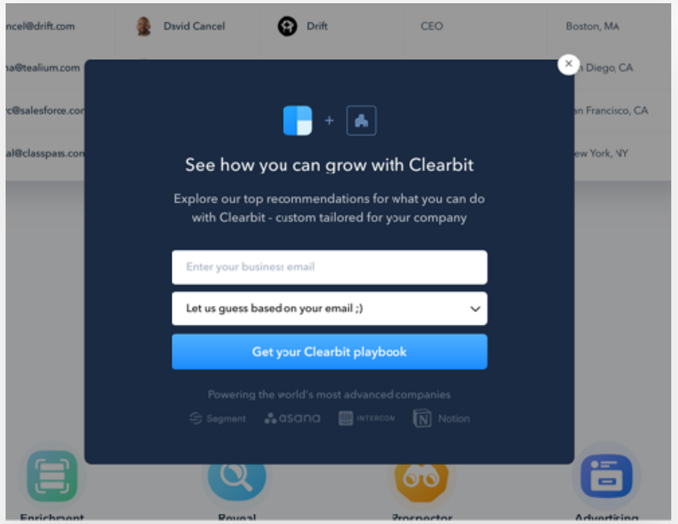


18 MODAL WINDOWS









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SECTION

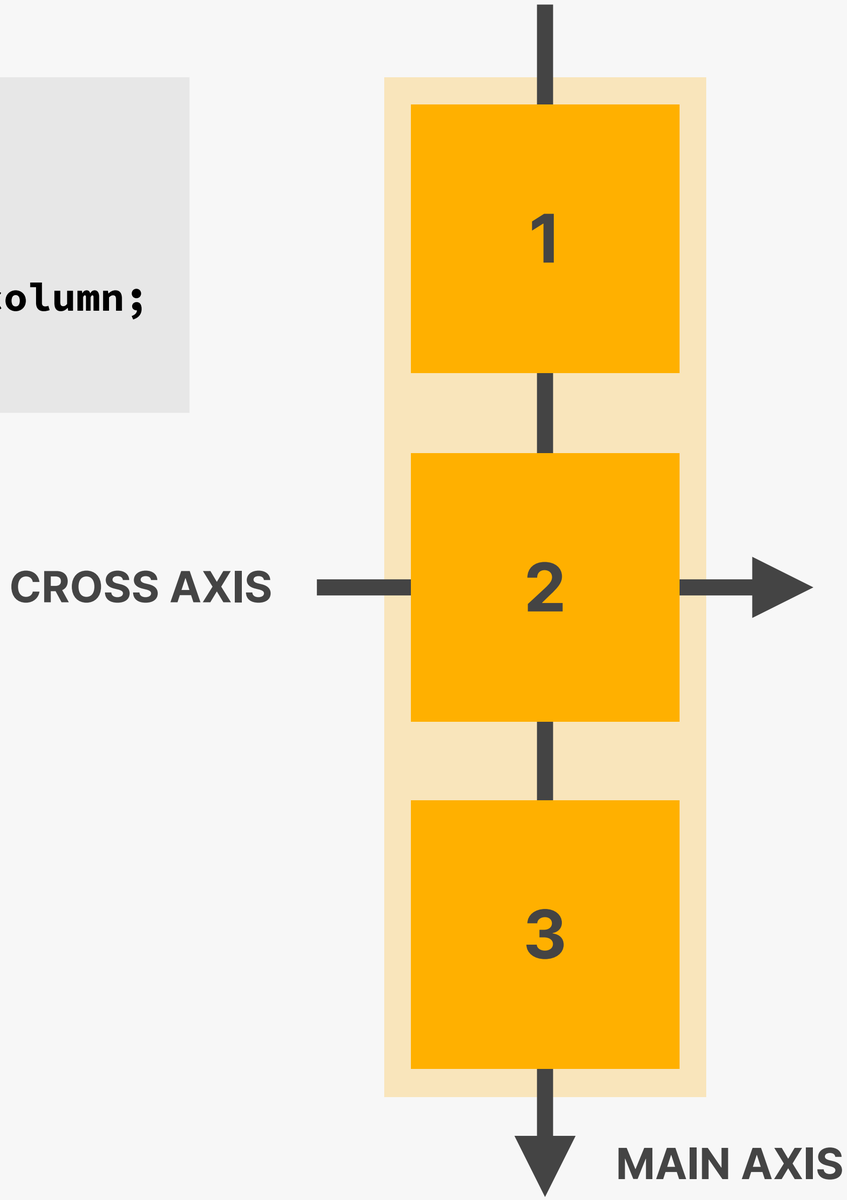
COMPONENTS AND LAYOUT PATTERNS

LECTURE

BUILDING AN ACCORDION COMPONENT - PART 2

SWITCHING FLEX-DIRECTION TO **COLUMN**

```
.accordion {
  display: flex;
  gap: 24px;
  flex-direction: column;
}
```



WITH FLEX-DIRECTION SET TO COLUMN:

- 👉 `align-items` aligns items **horizontally**, no longer vertically
- 👉 `justify-content` aligns items **vertically**, no longer horizontally
- 👉 `gap` acts like **`margin-bottom`**, no longer like `margin-right`

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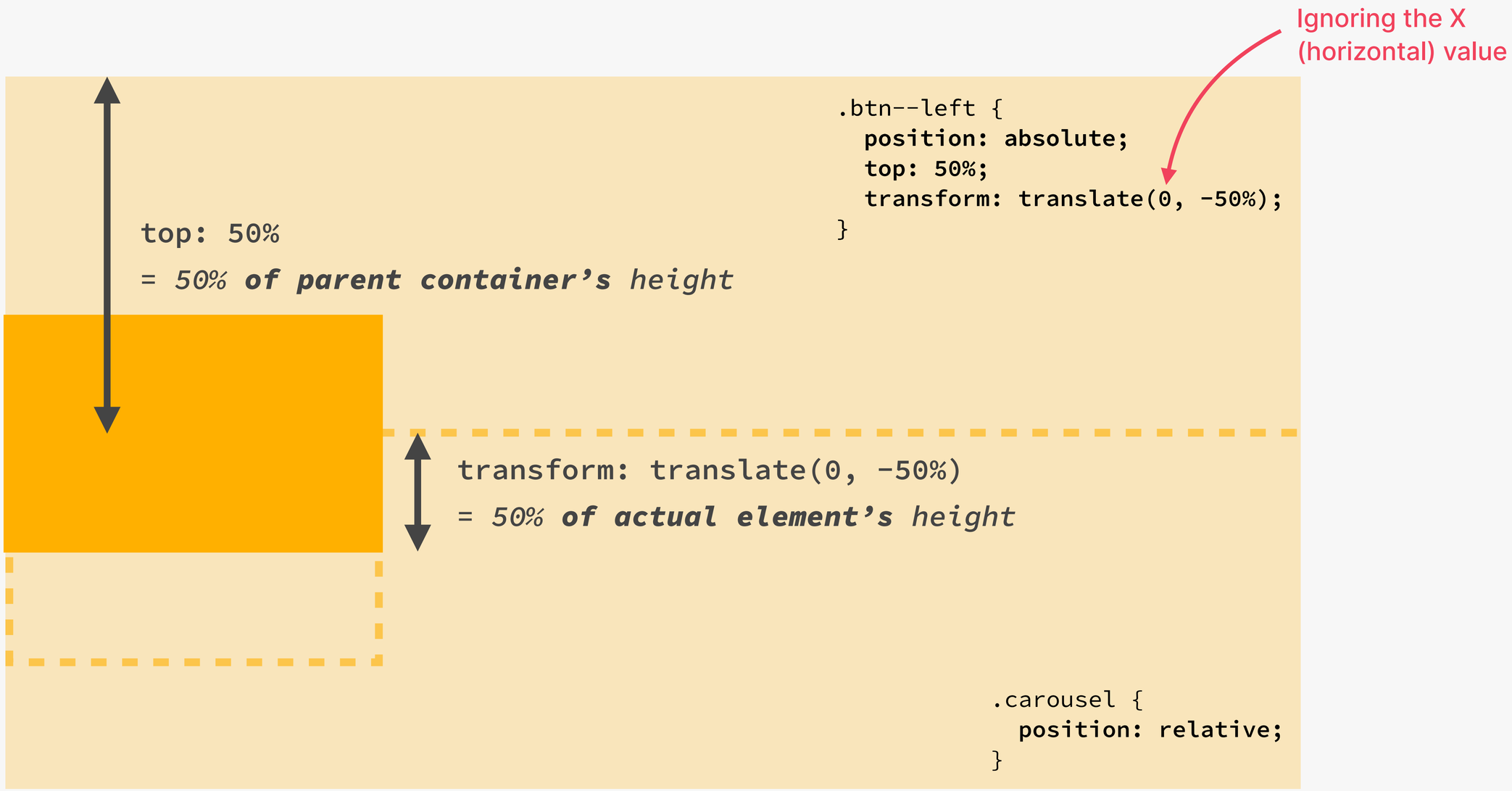
COMPONENTS AND LAYOUT PATTERNS

LECTURE

BUILDING A CAROUSEL COMPONENT - PART 2

VERTICAL CENTERING WITH ABSOLUTE POSITION AND TRANSFORM



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SECTION

BUILDING BEAUTIFUL COMPONENTS

LECTURE

WEB DESIGN RULES #10 - PART 2: LAYOUT PATTERNS

GALLERY INDEX: **ELEMENTS, SECTIONS, PATTERNS**

A ELEMENTS

1. Text
2. Buttons
3. Images
4. Input elements
5. Tags

B COMPONENTS

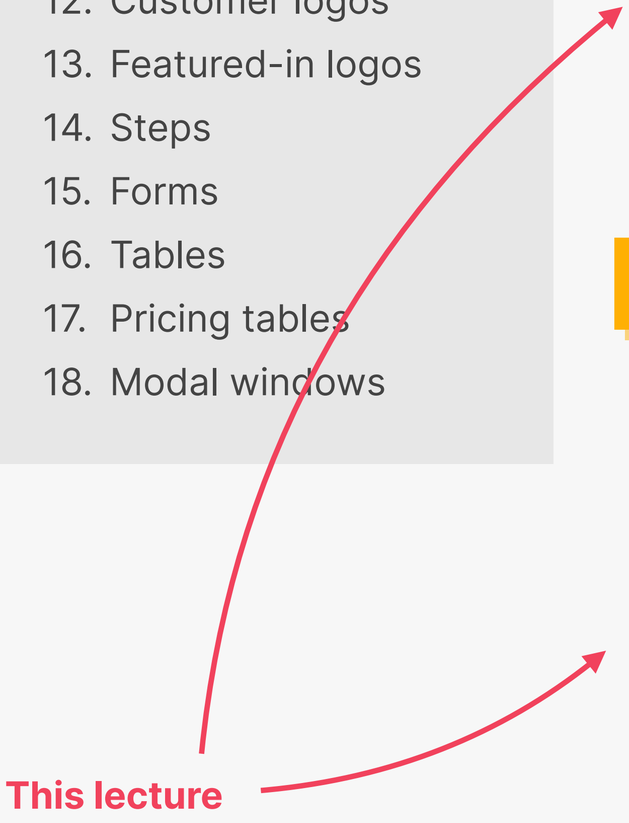
1. Breadcrumbs
2. Pagination
3. Alert and status bars
4. Statistics
5. Gallery
6. Feature box
7. Preview and profile cards
8. Accordion
9. Tabs
10. Carousel
11. Customer testimonials
12. Customer logos
13. Featured-in logos
14. Steps
15. Forms
16. Tables
17. Pricing tables
18. Modal windows

C SECTION COMPONENTS

1. Navigation
2. Hero section
3. Footer
4. Call-to-action section
5. Feature row

D LAYOUT PATTERNS

1. Row of boxes or cards
2. Grid of boxes or cards
3. Z-pattern
4. F-Pattern
5. Single-column
6. Sidebar
7. Multi-column/magazine
8. Asymmetry/Experimental



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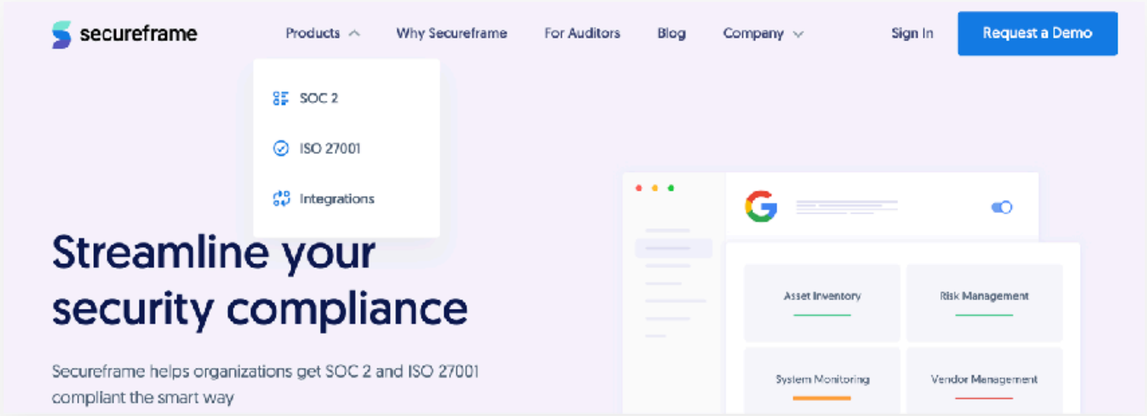
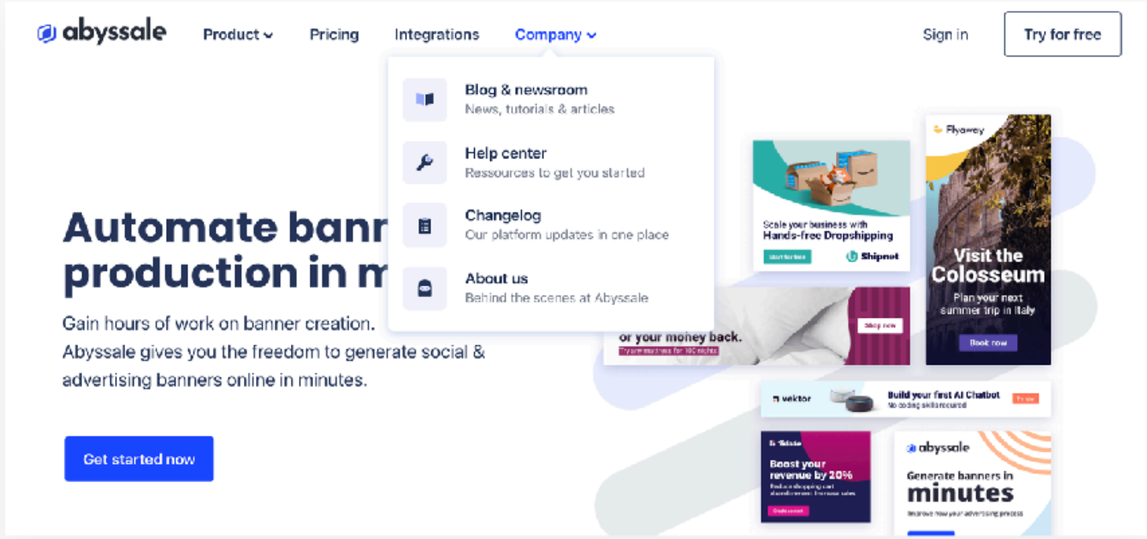
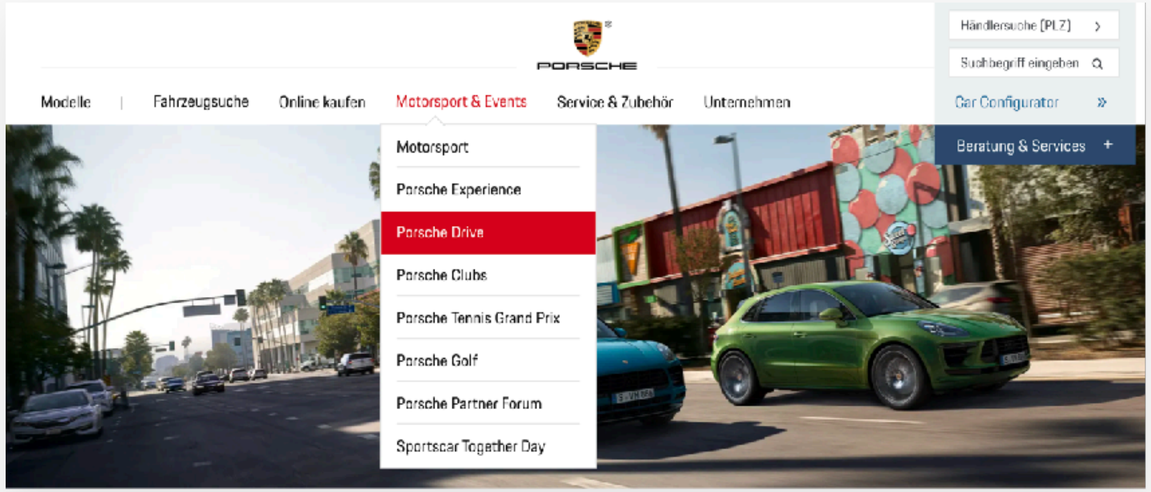
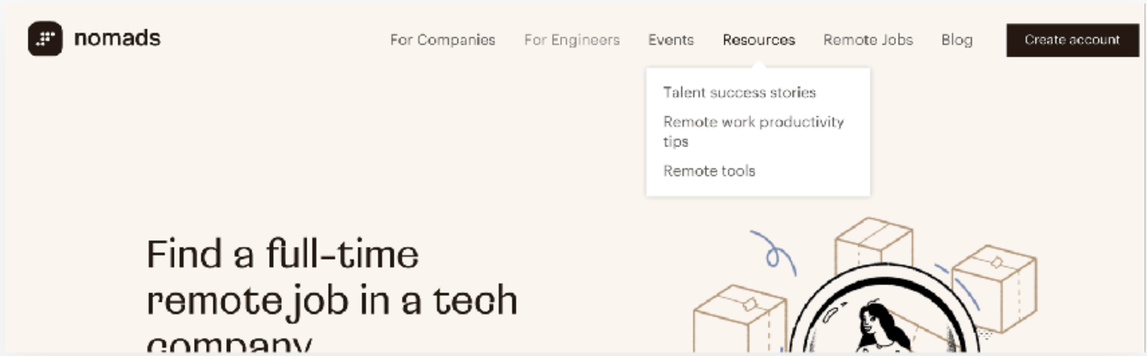
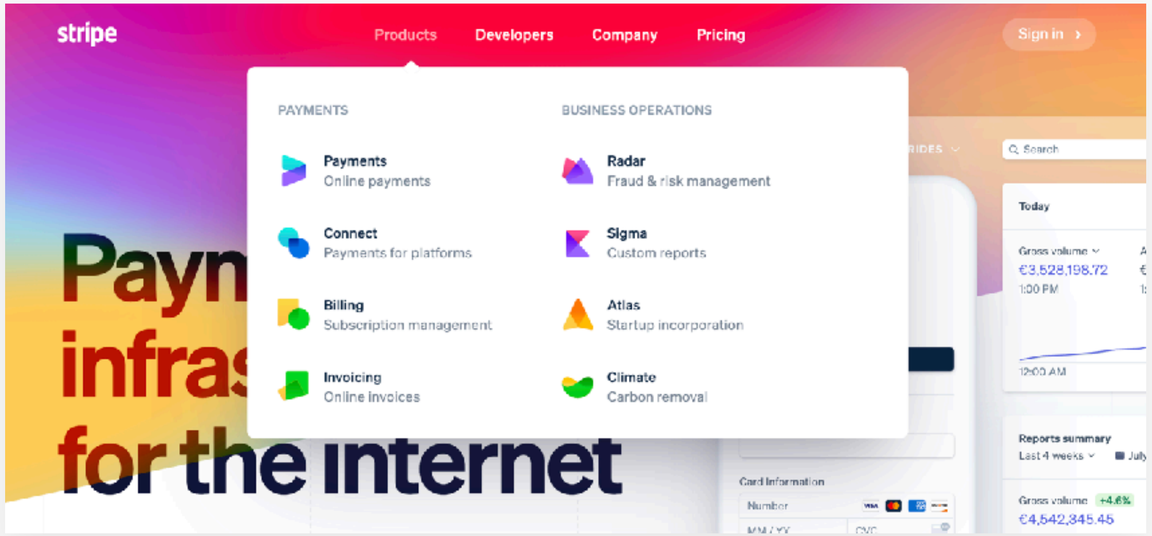


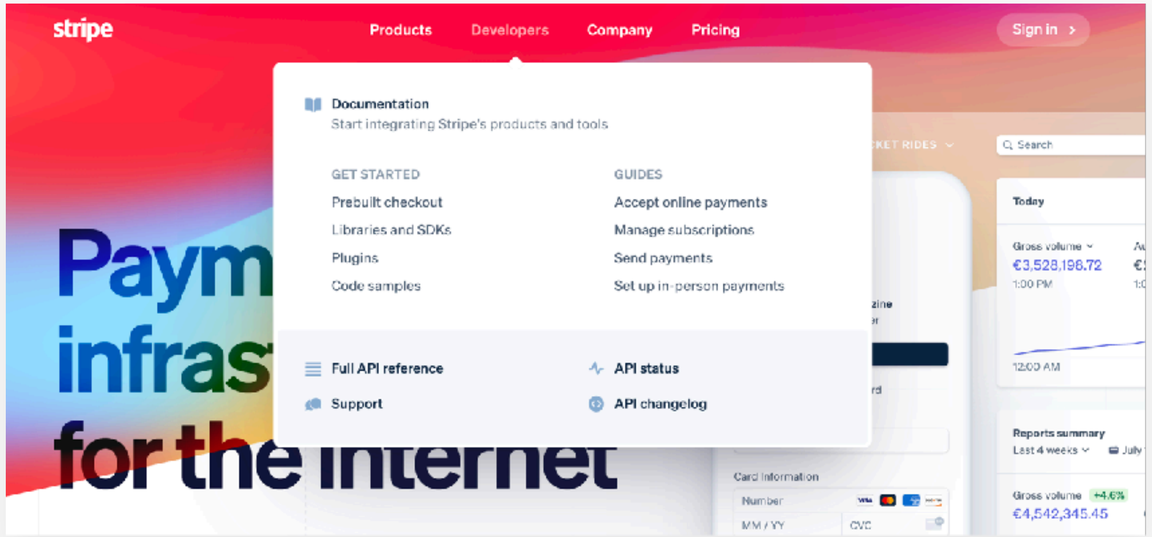


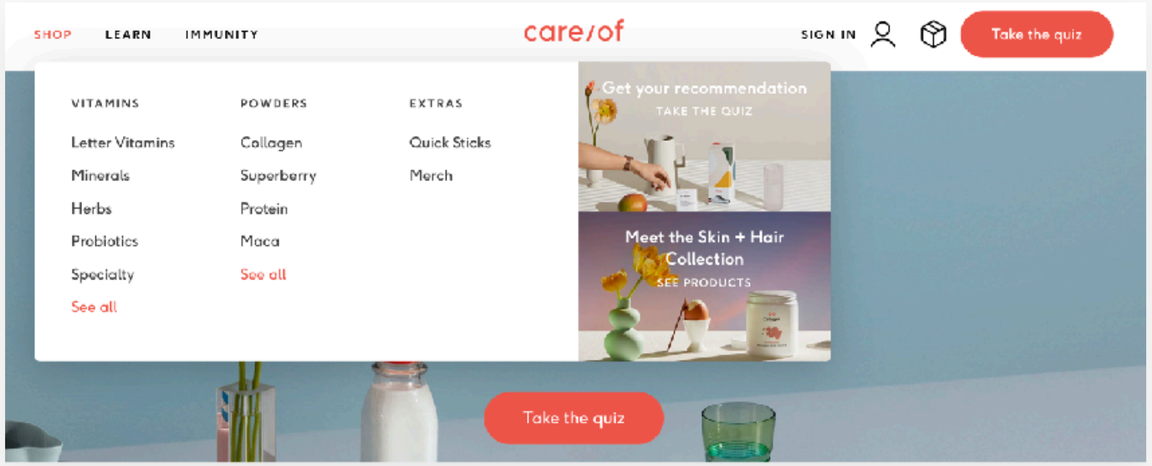


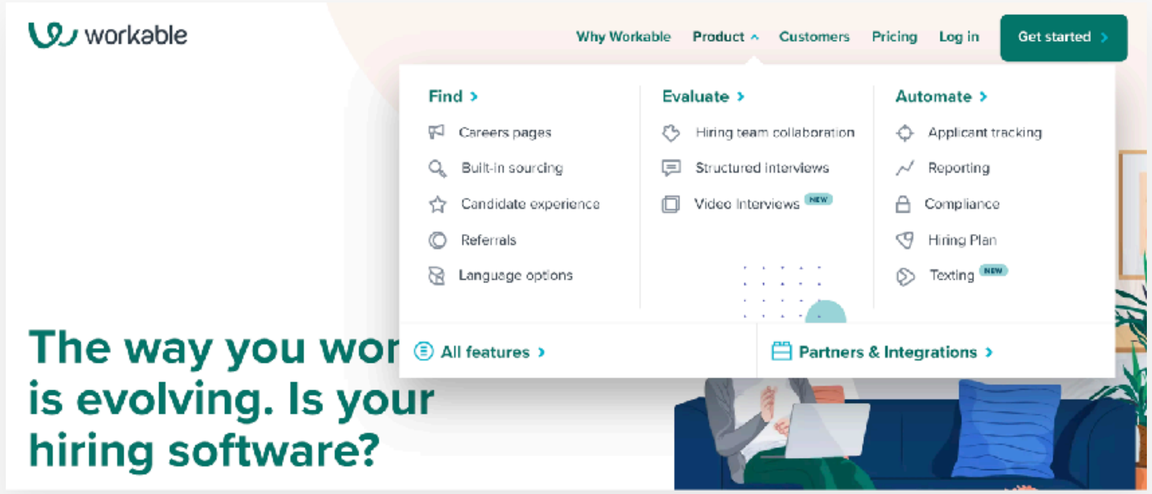


C SECTION COMPONENTS



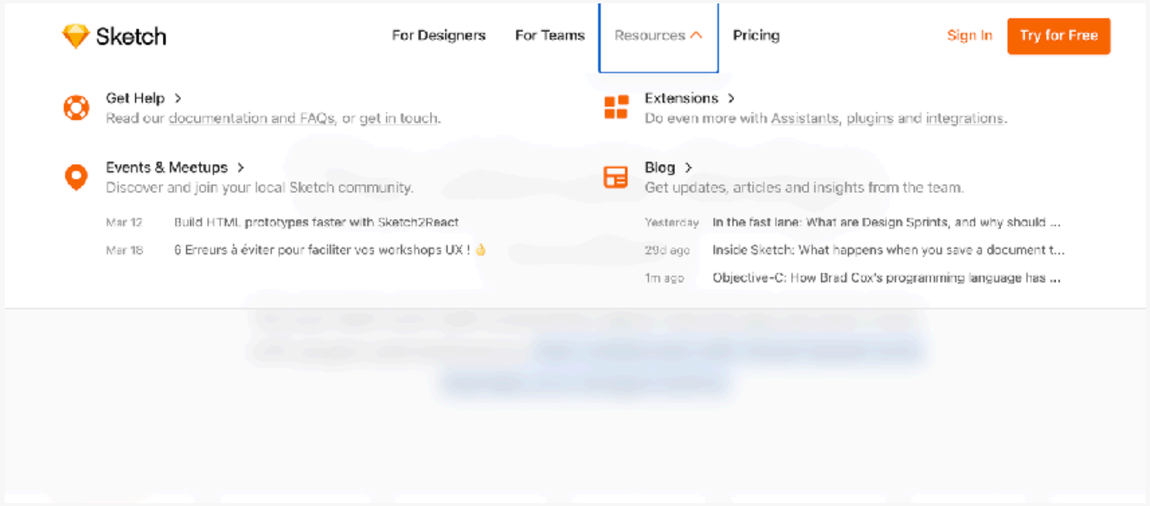


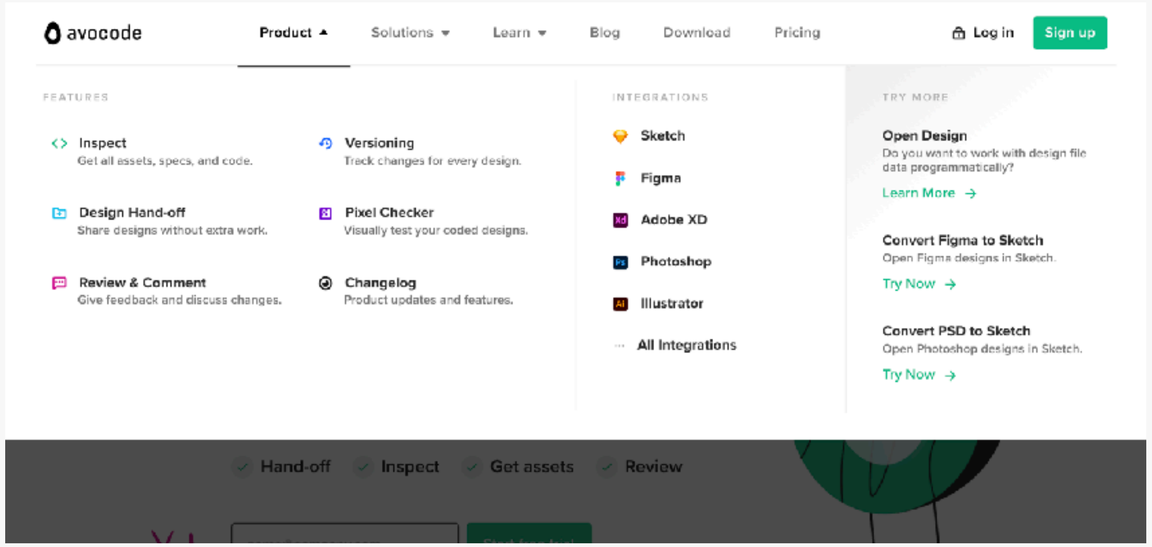


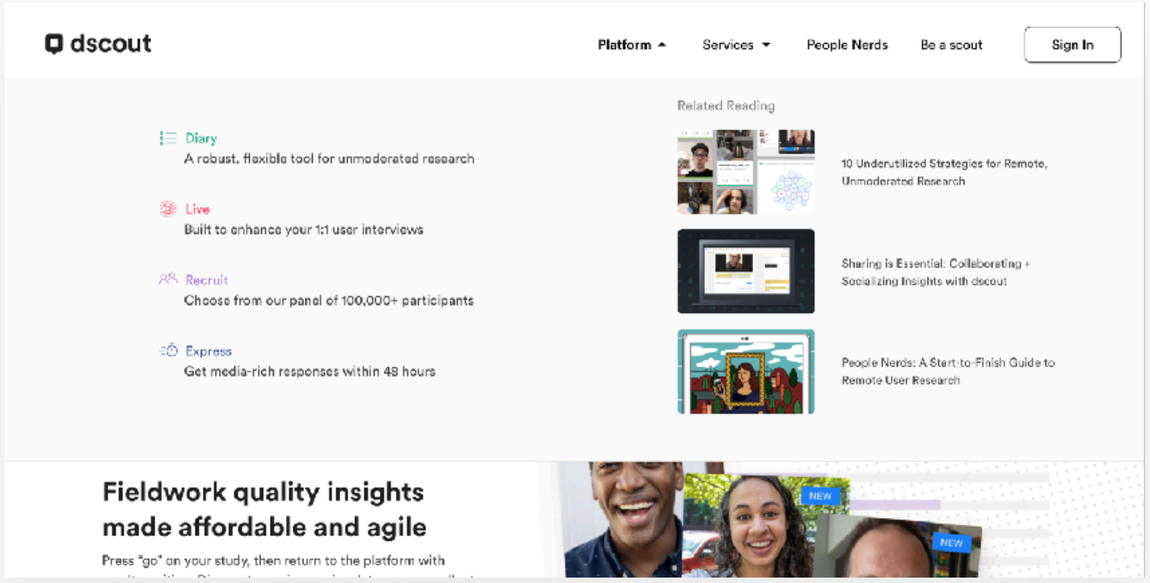


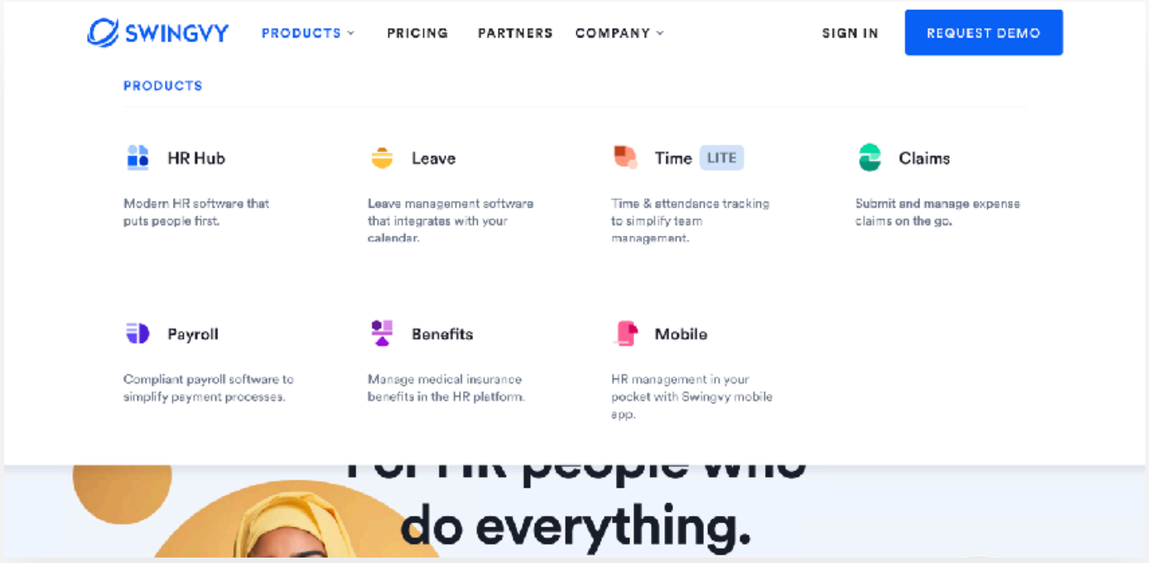
01 NAVIGATION

C SECTION COMPONENTS



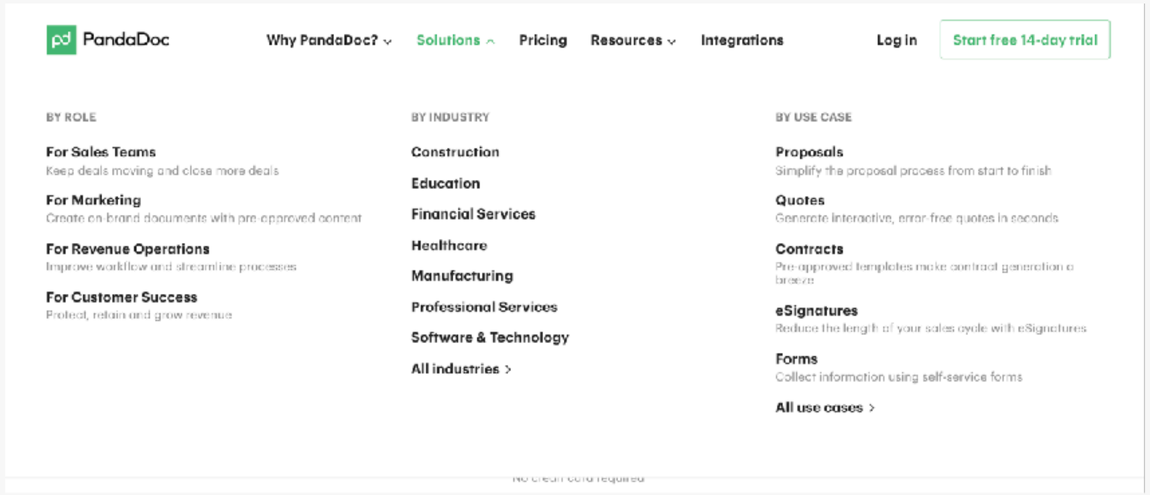


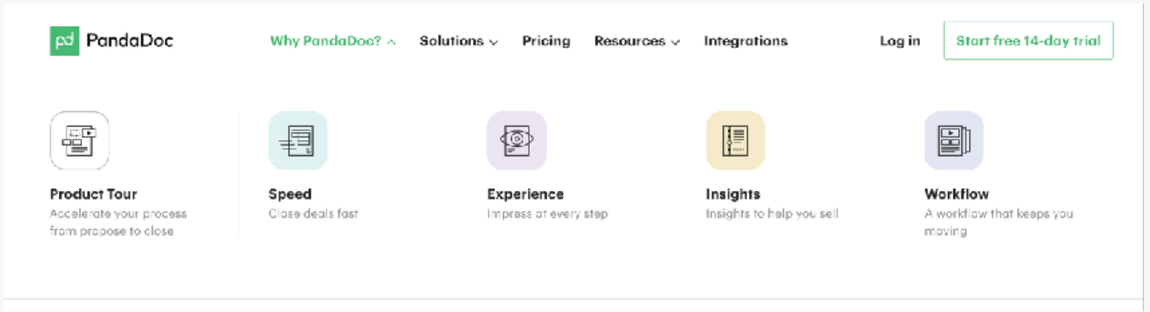


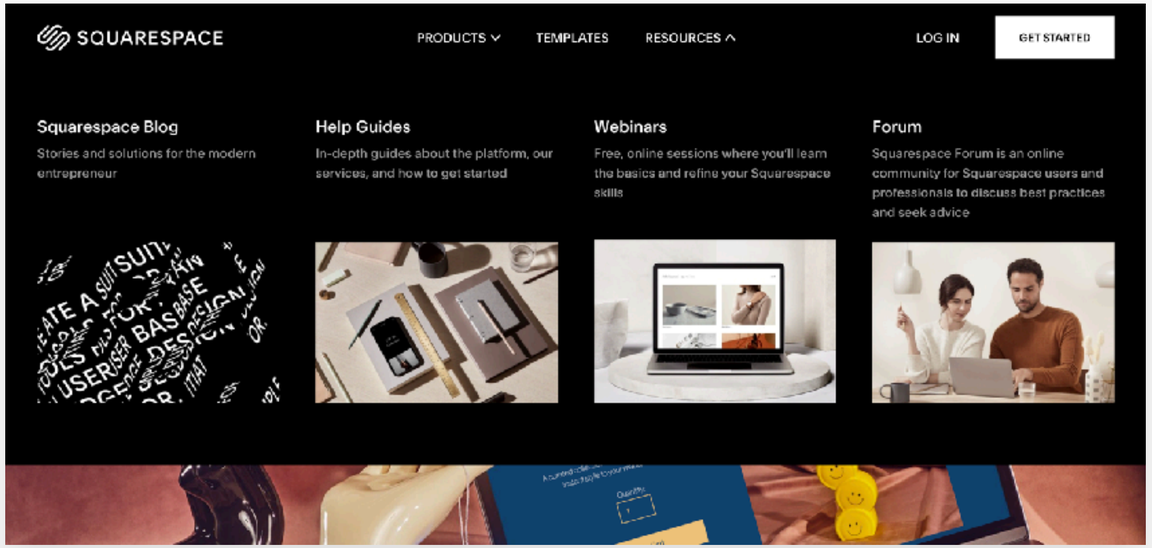


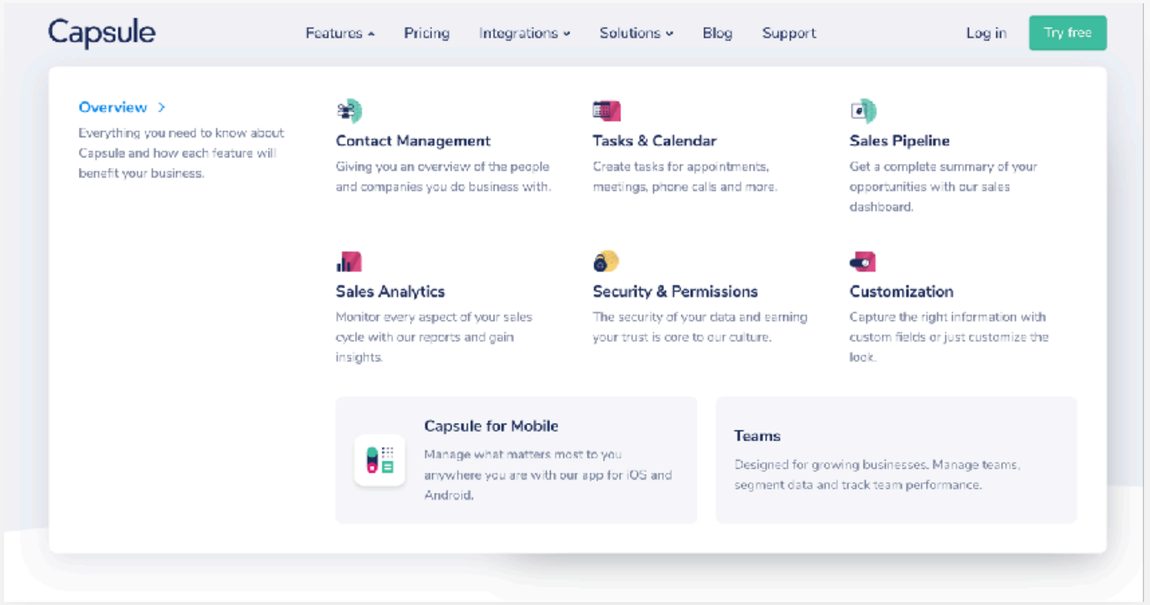
01 NAVIGATION

C SECTION COMPONENTS



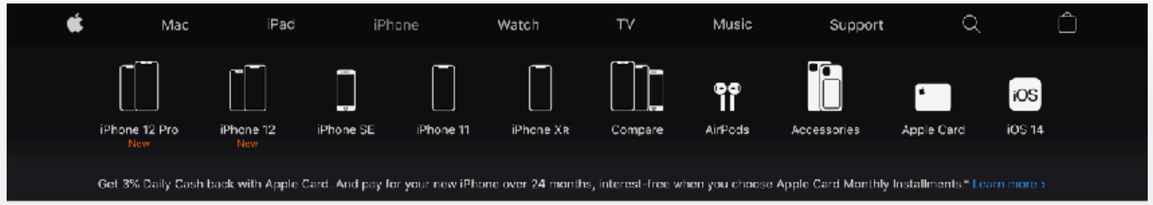


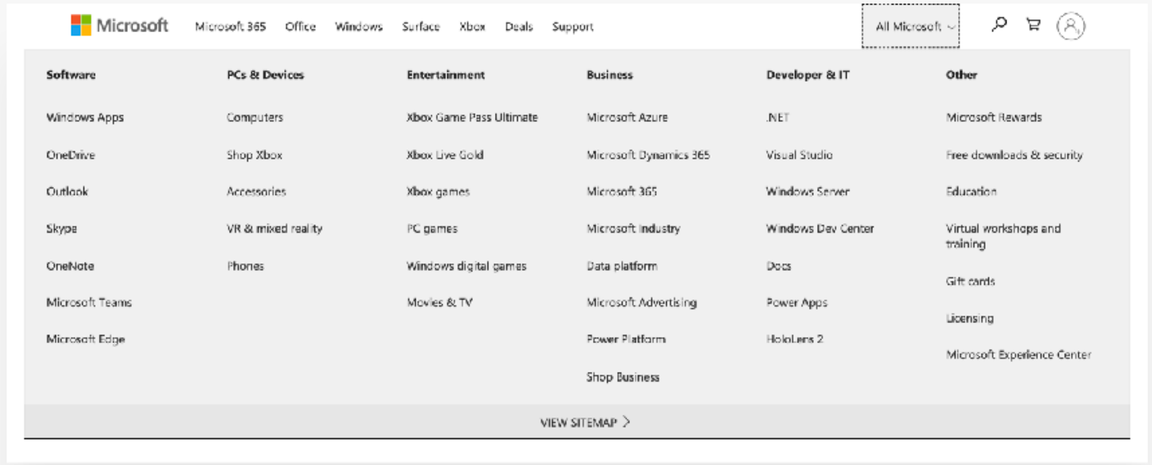


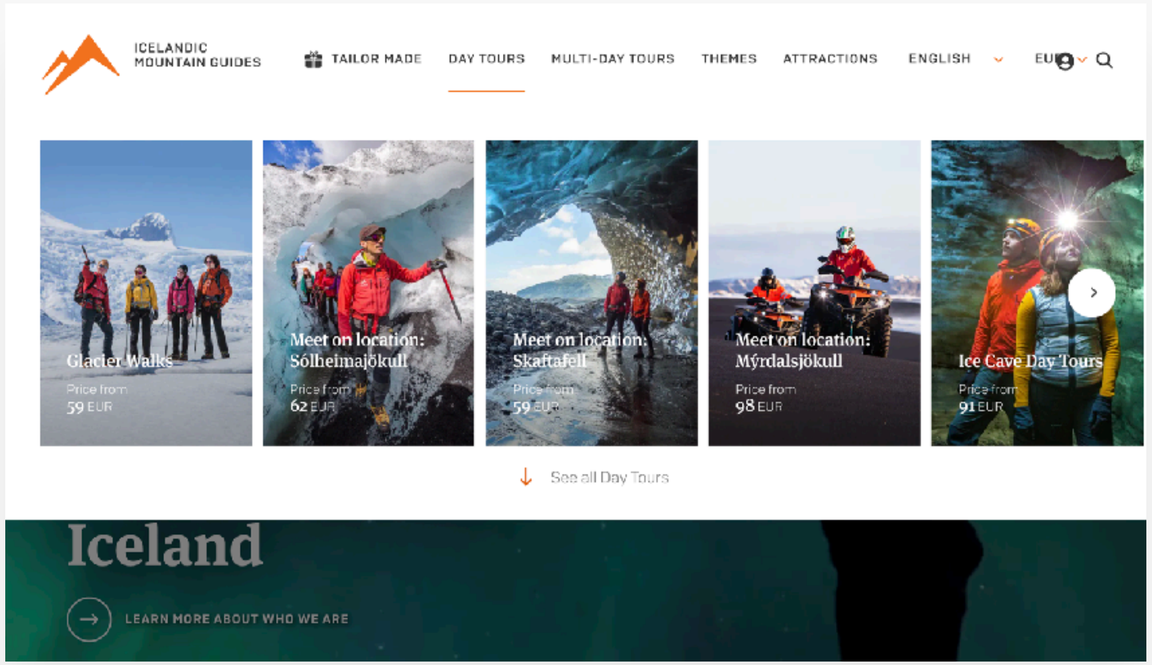


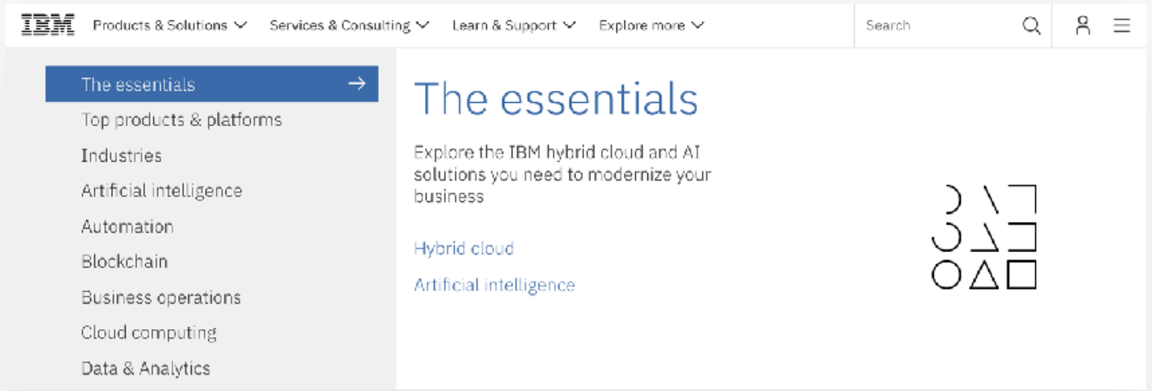
01 NAVIGATION

C SECTION COMPONENTS



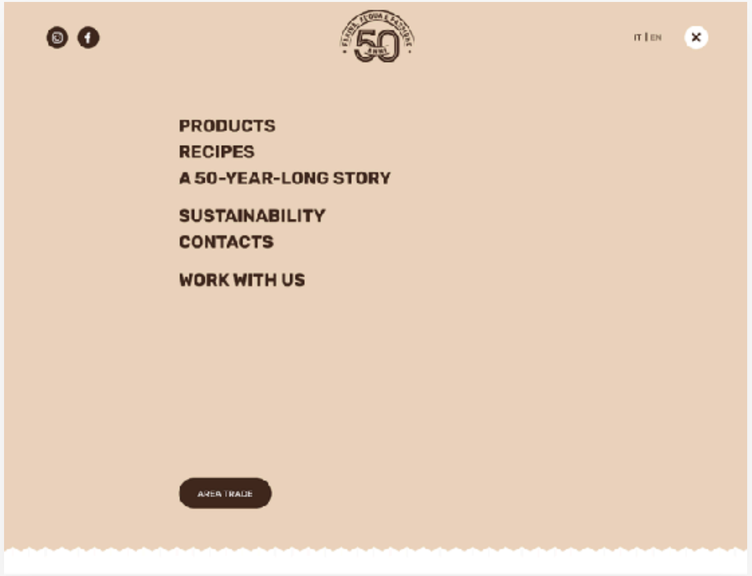


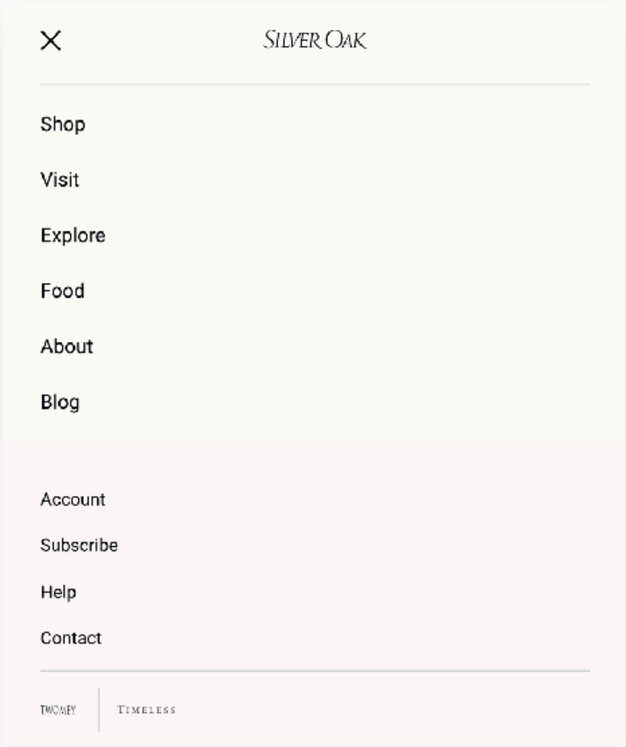


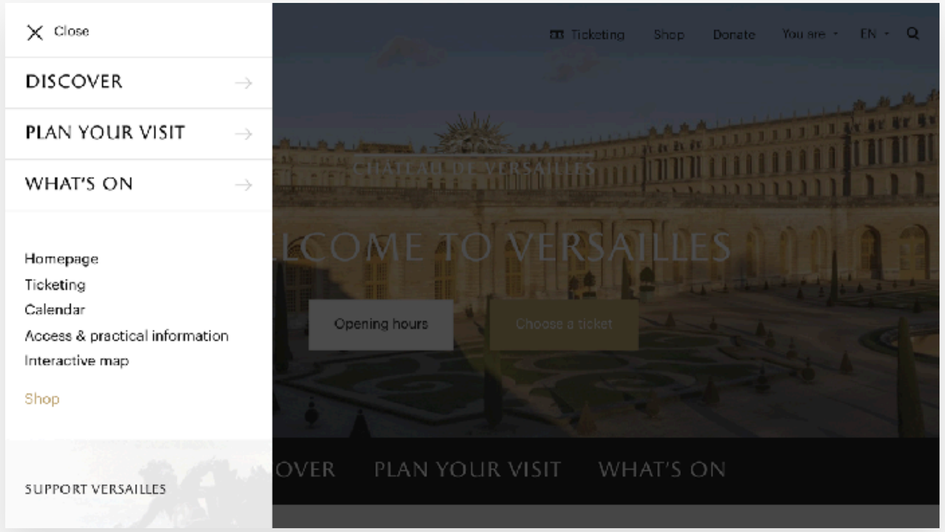


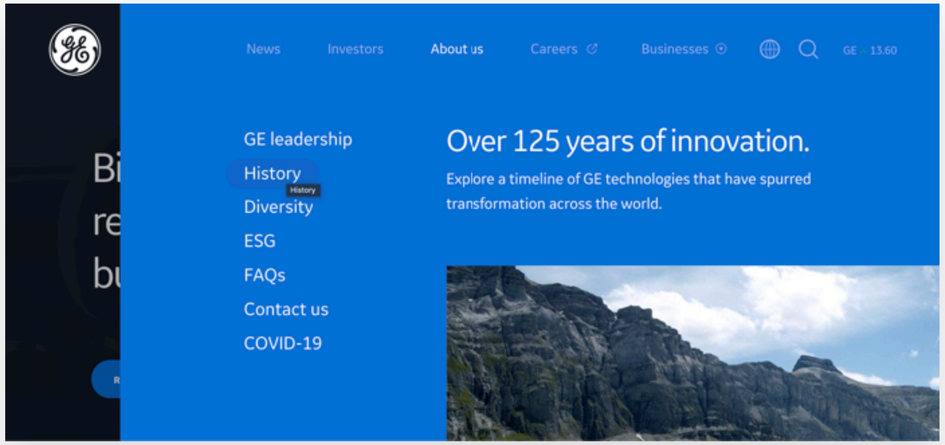
01 NAVIGATION

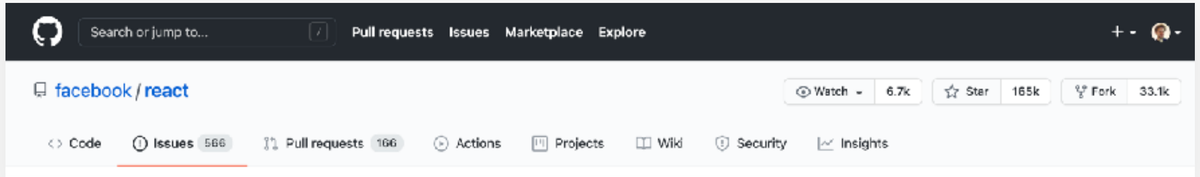
C SECTION COMPONENTS







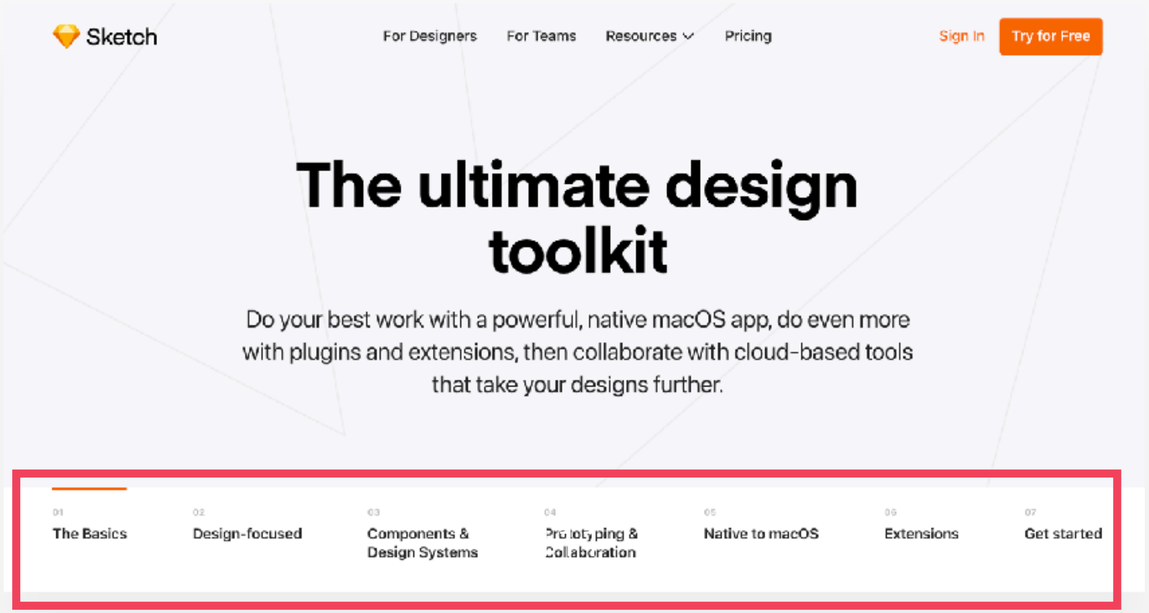


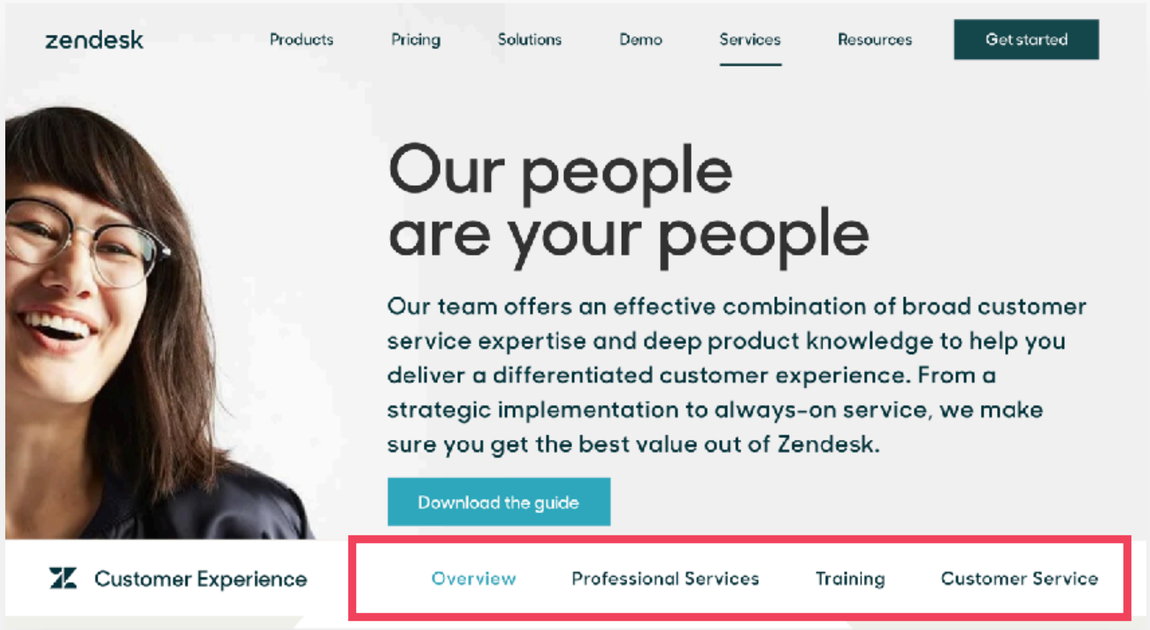


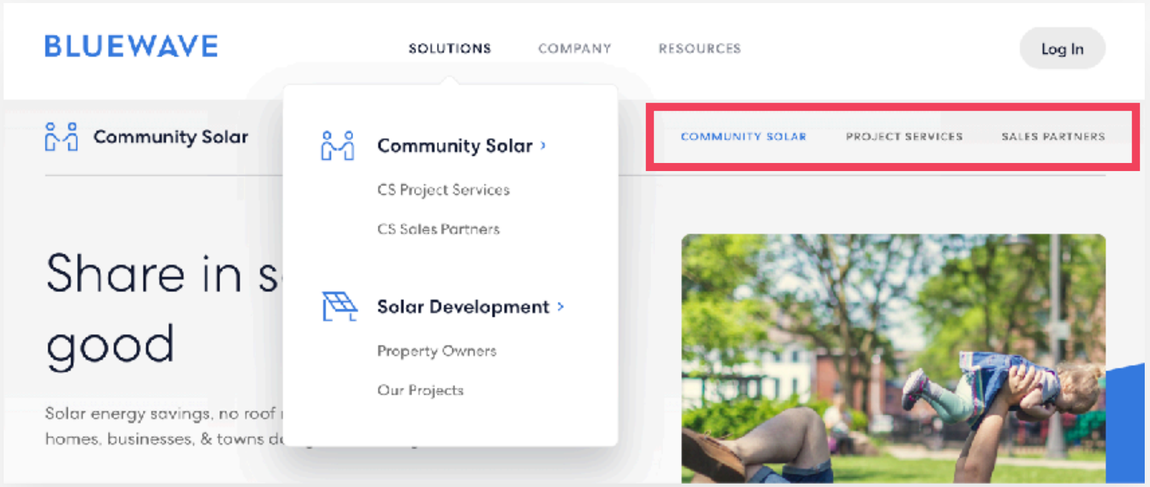
OVERLAYS

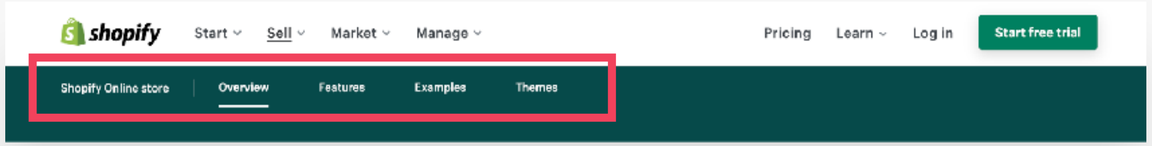
01 NAVIGATION

C SECTION COMPONENTS





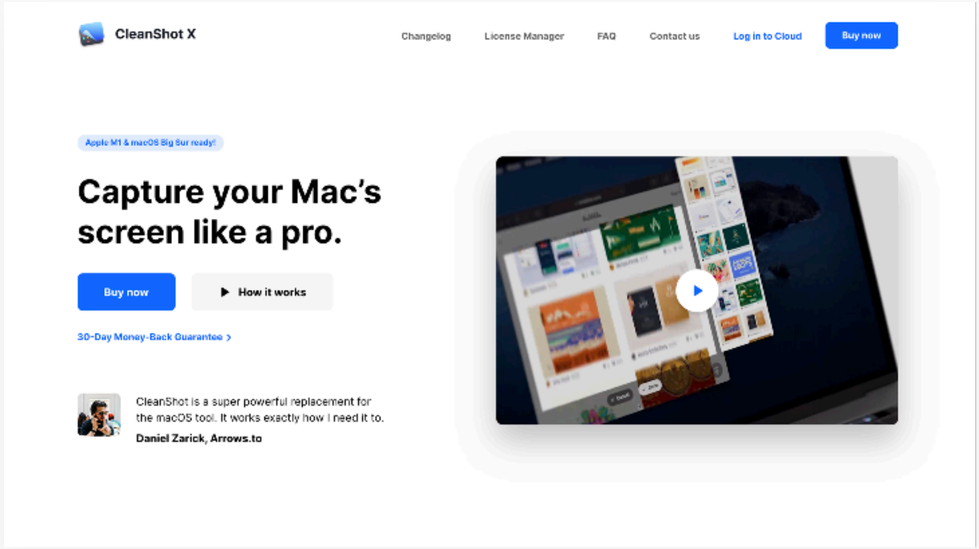


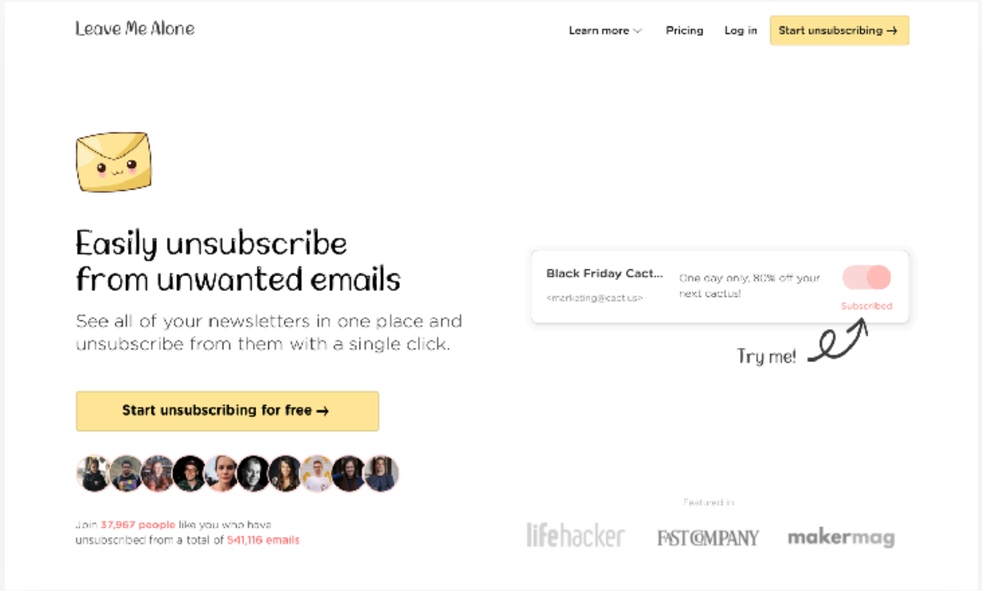


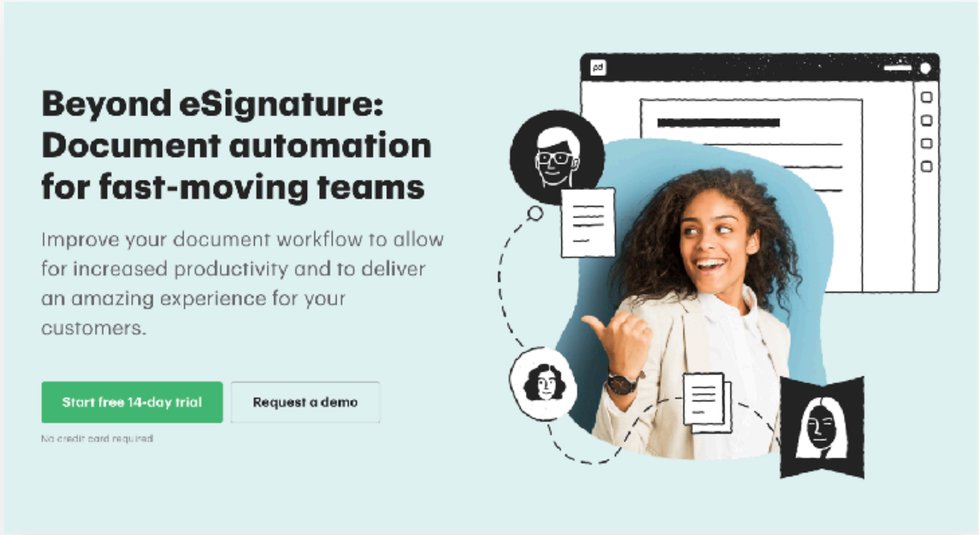
SECONDARY NAVIGATION

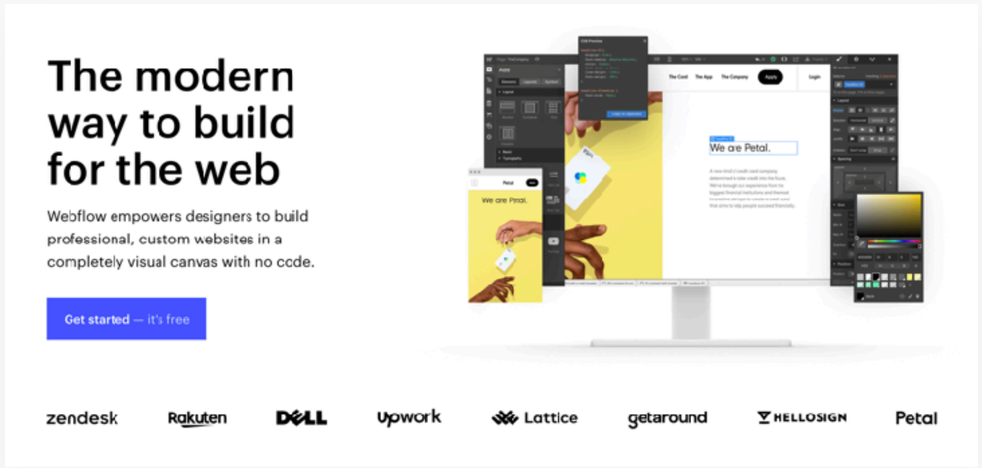
02 HERO SECTION

C SECTION COMPONENTS









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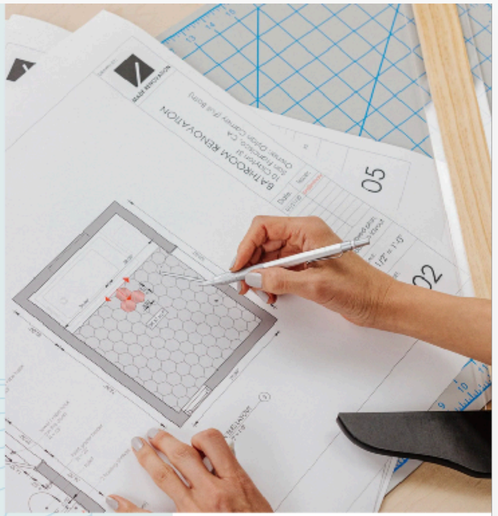

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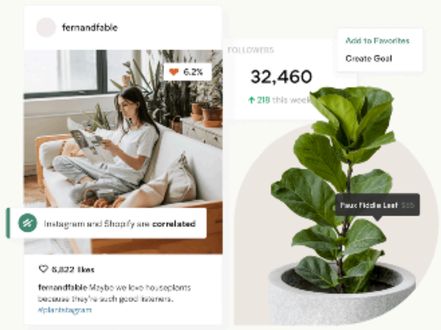

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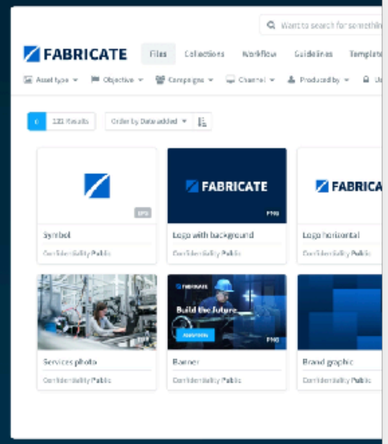

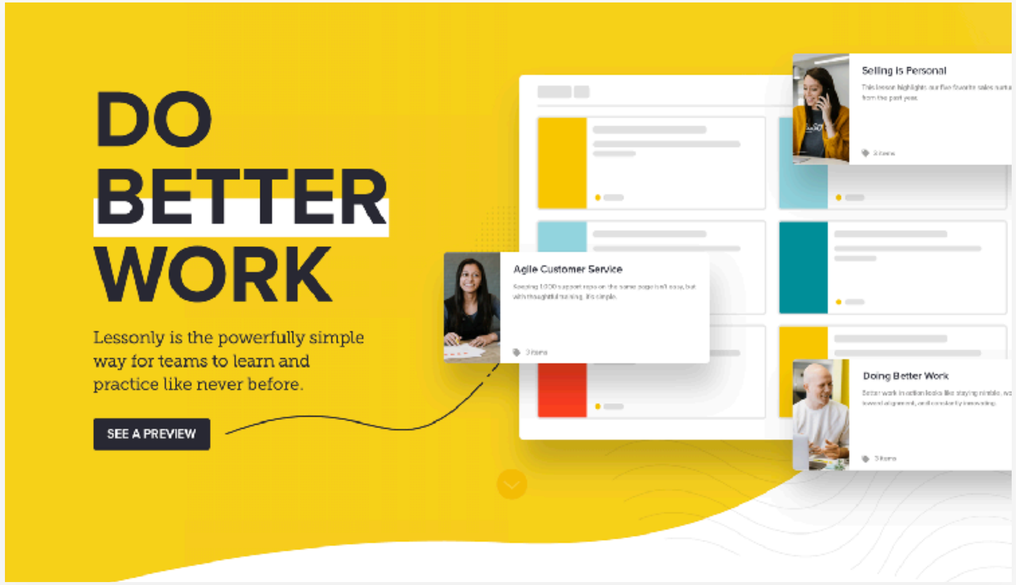
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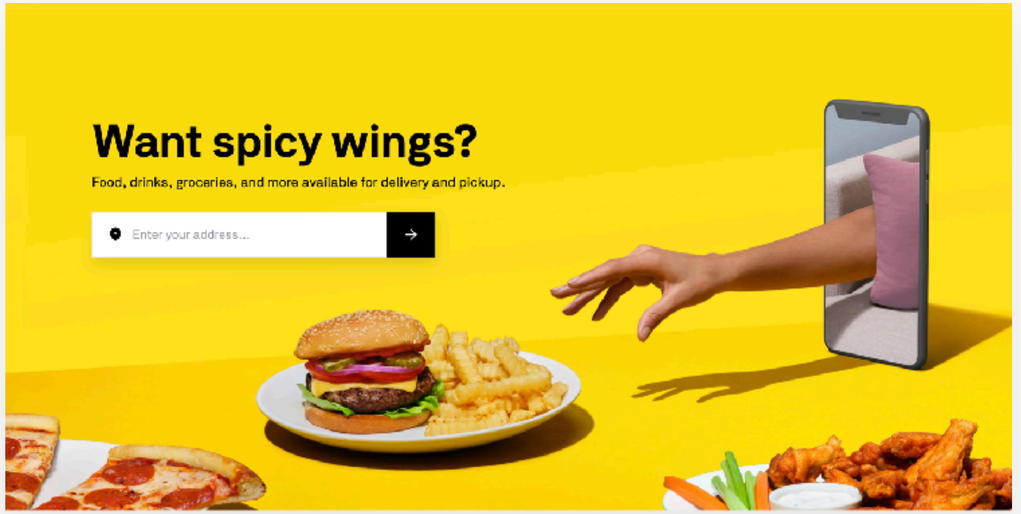
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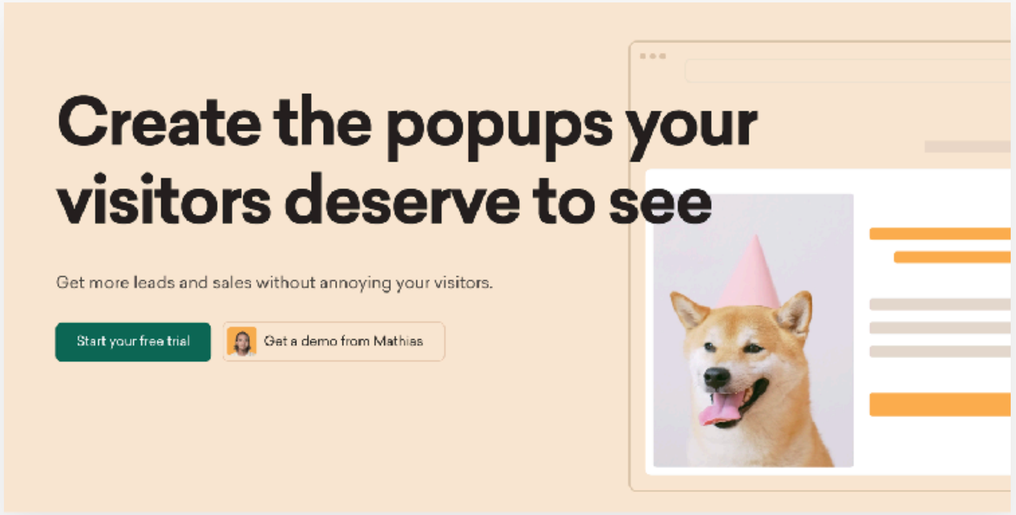
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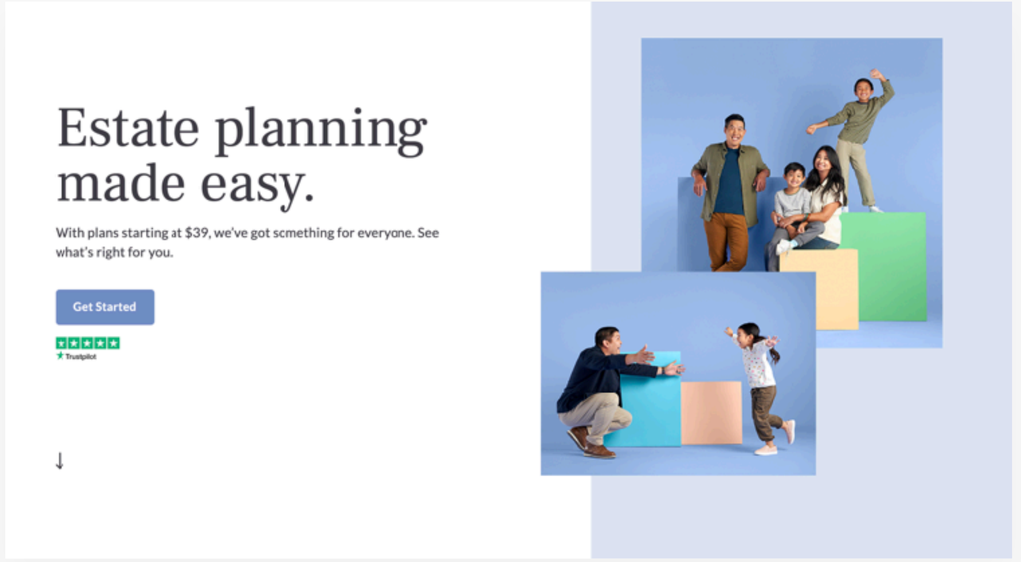
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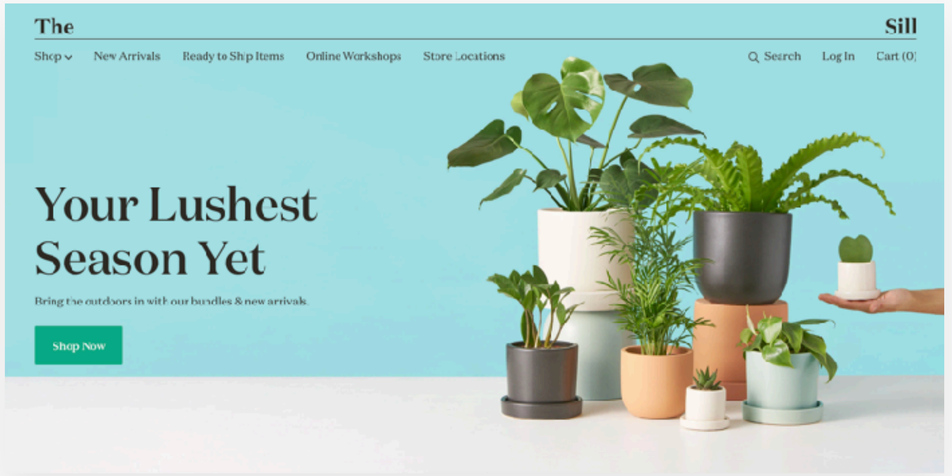

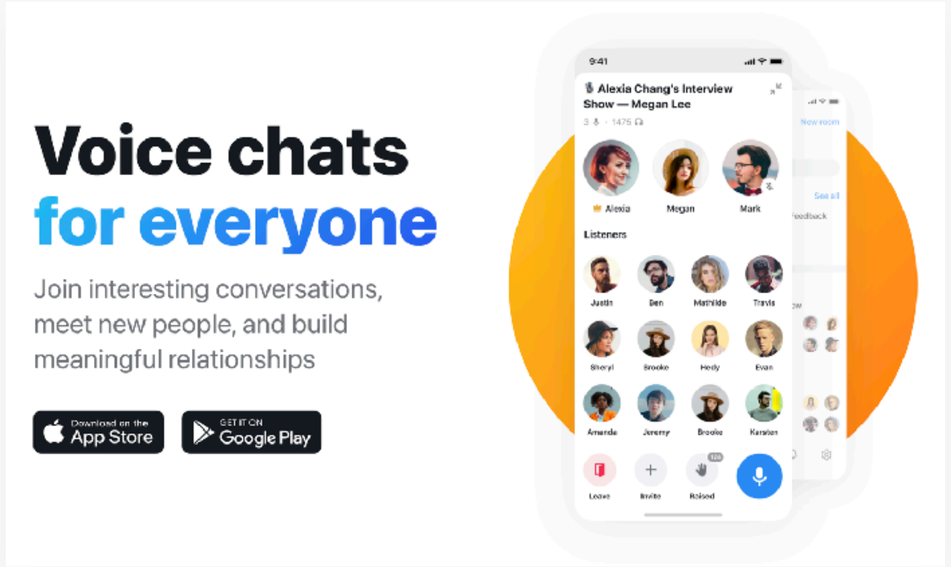

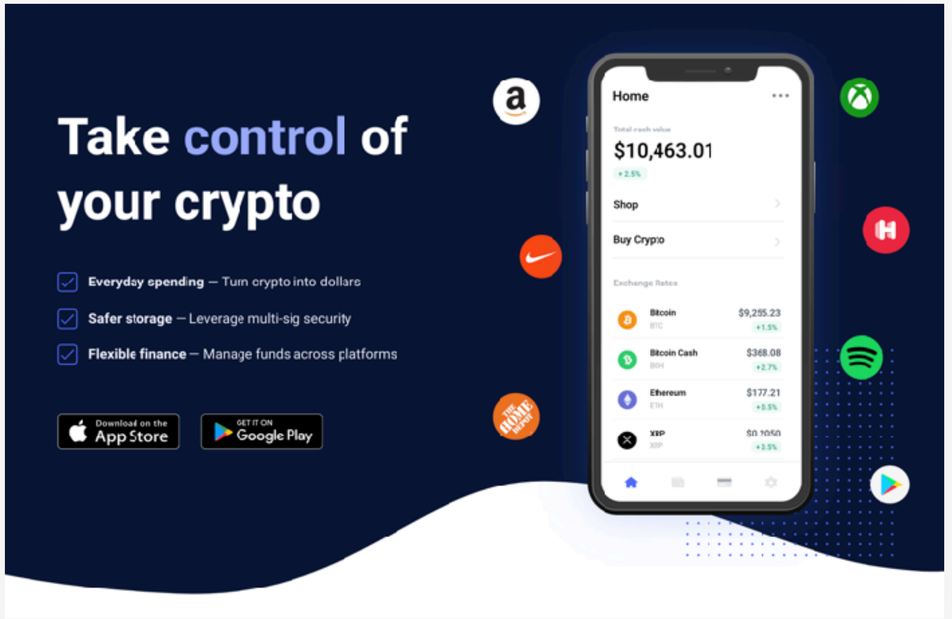

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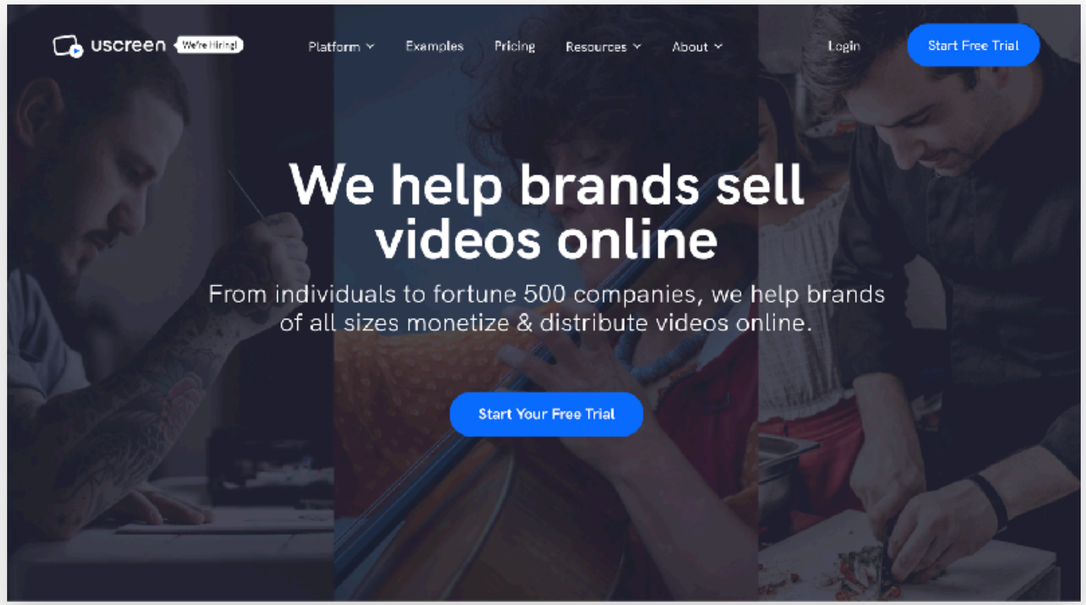

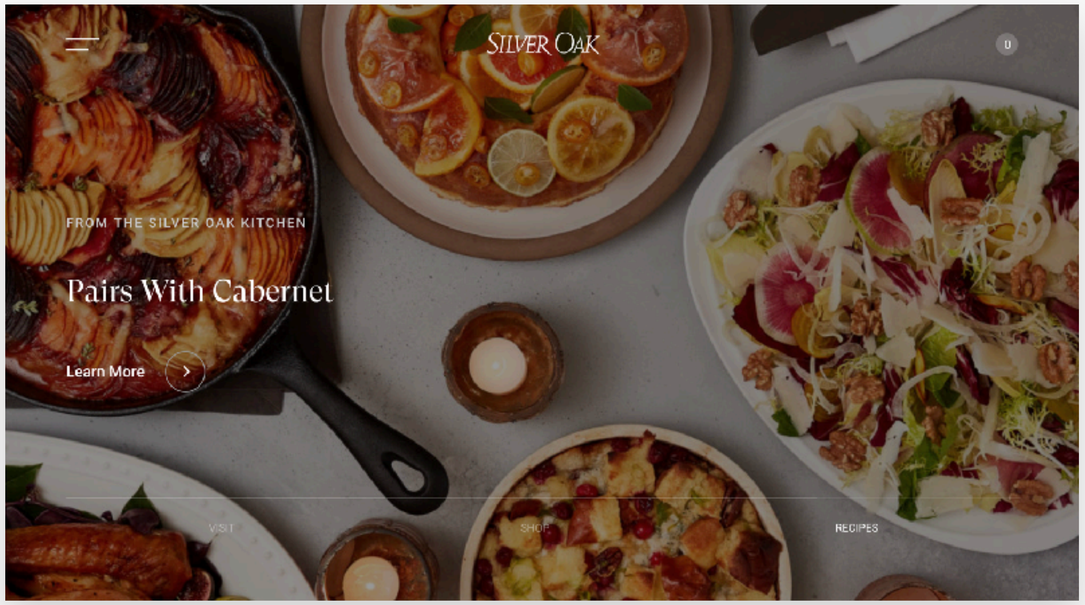

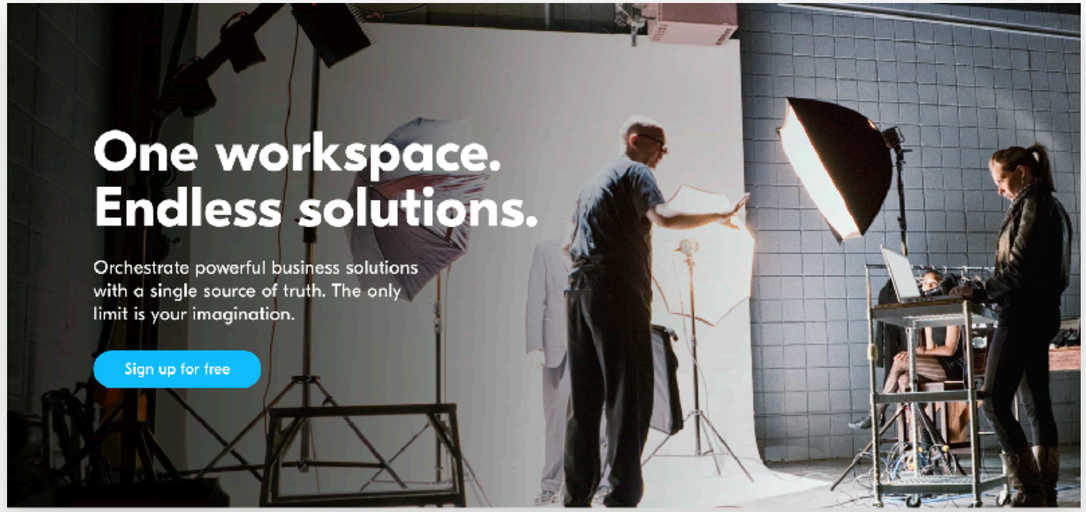

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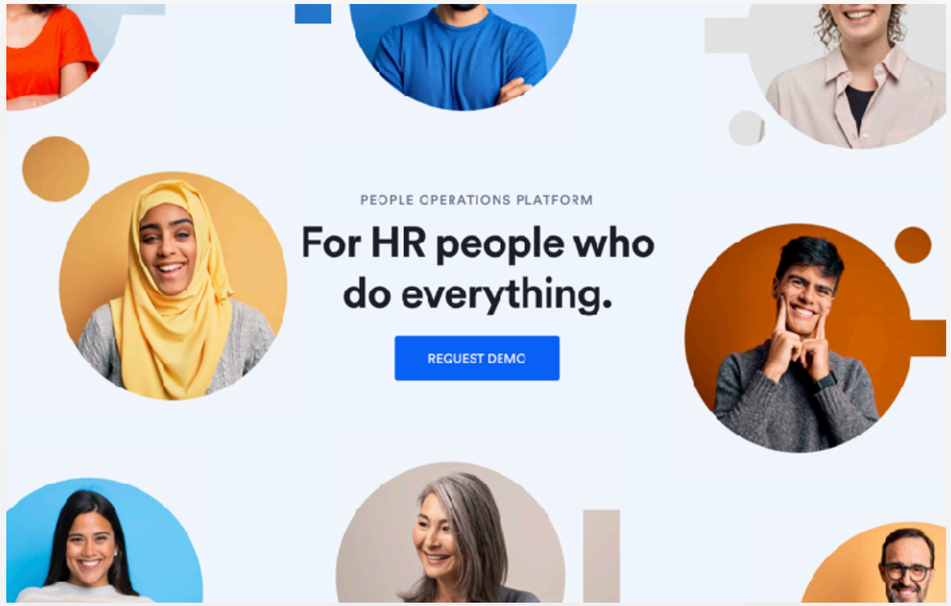

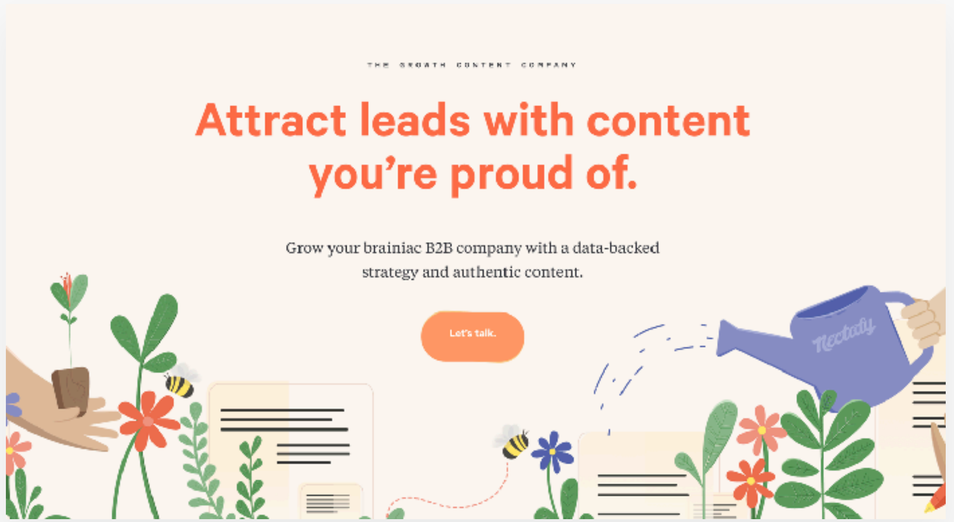

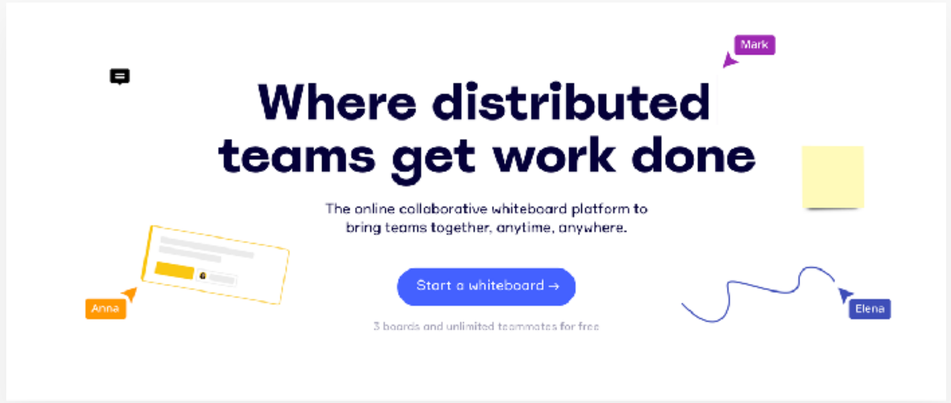

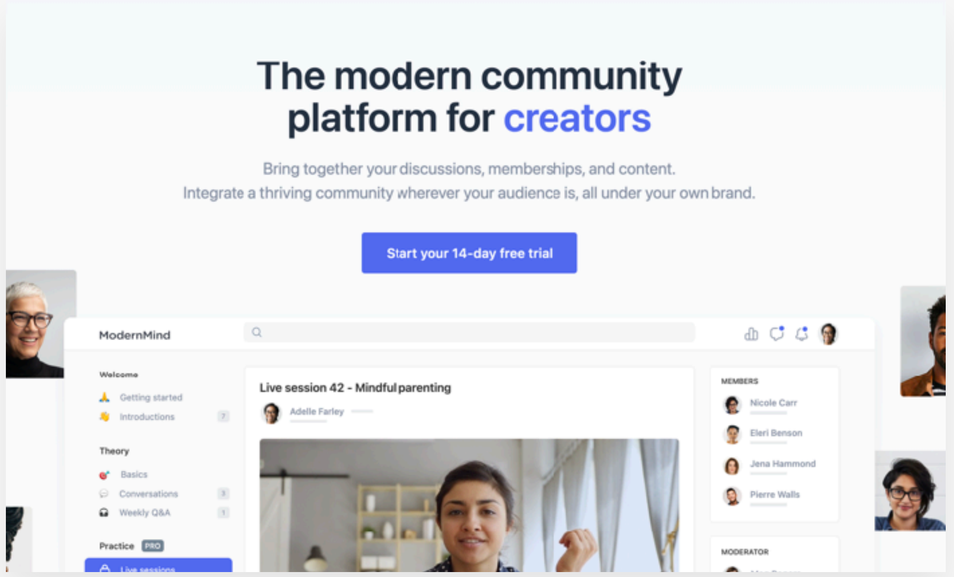

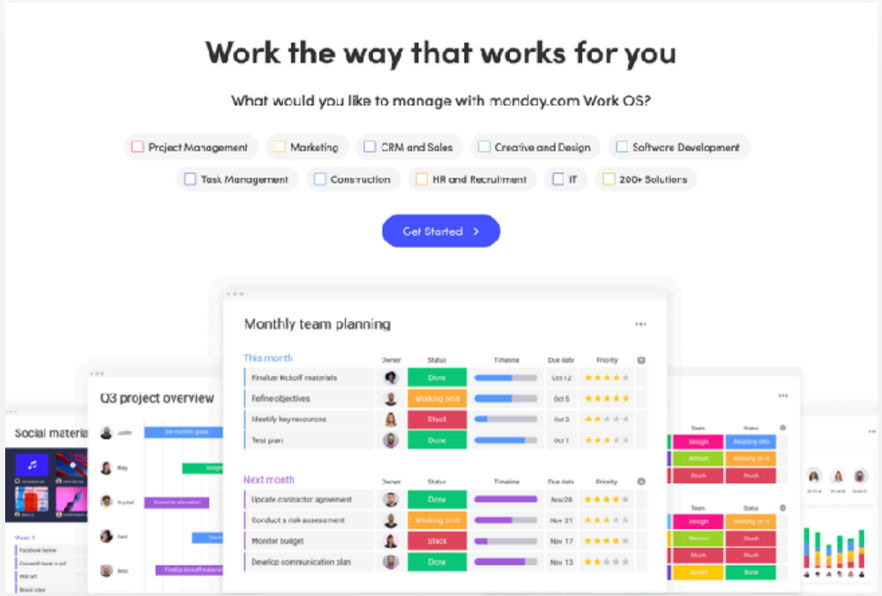
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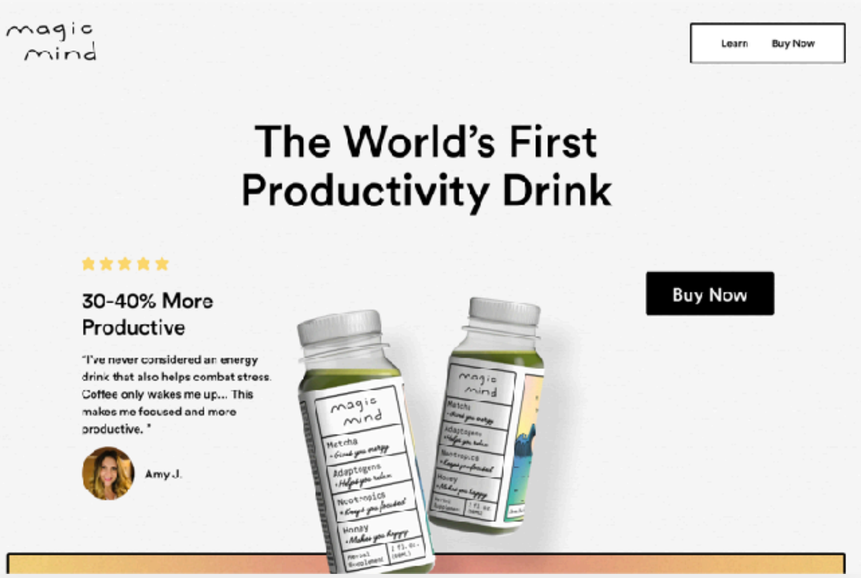
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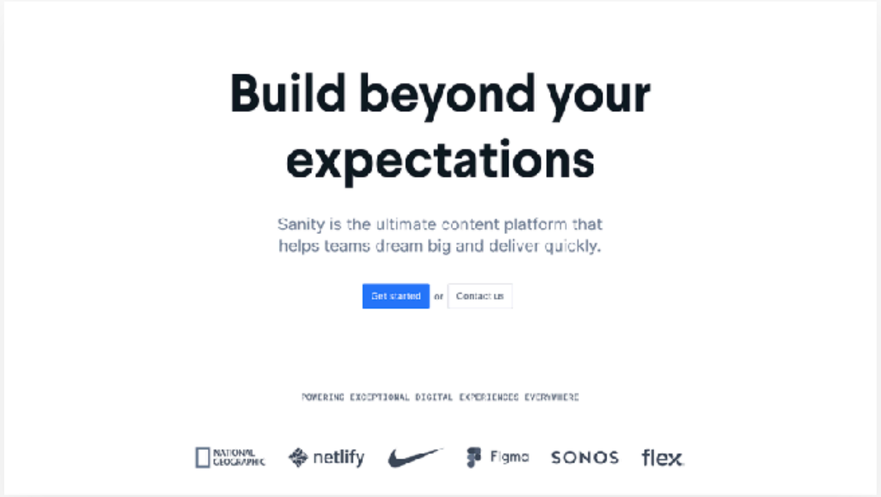
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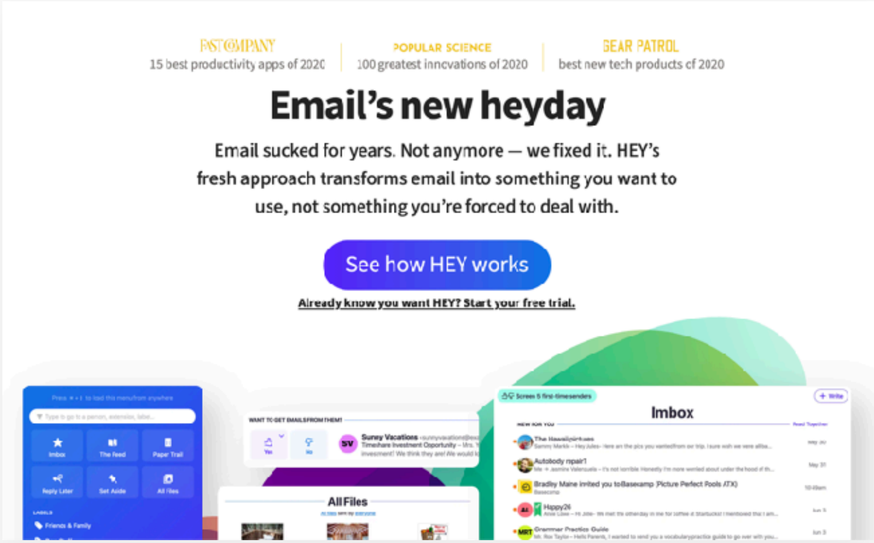
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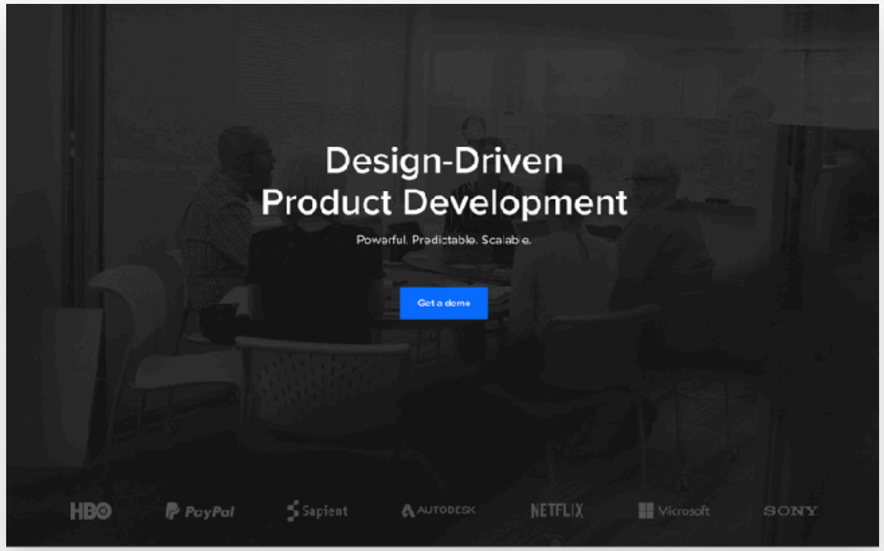

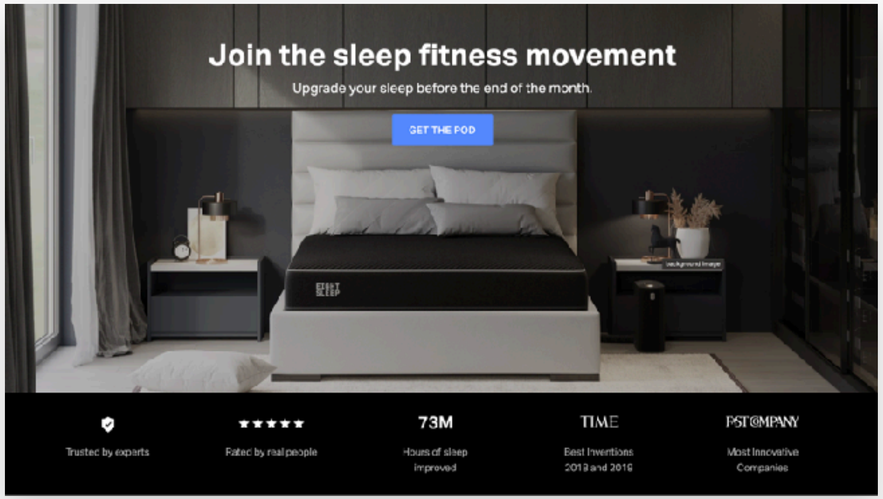

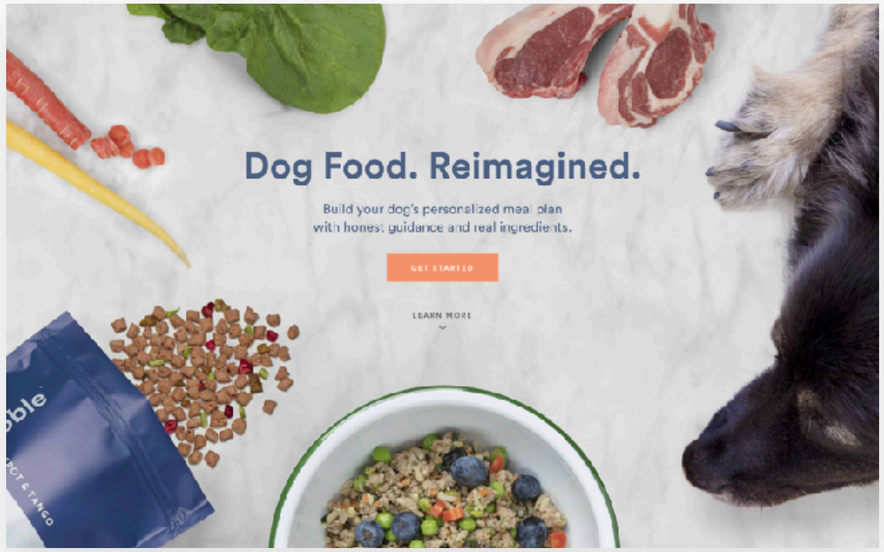

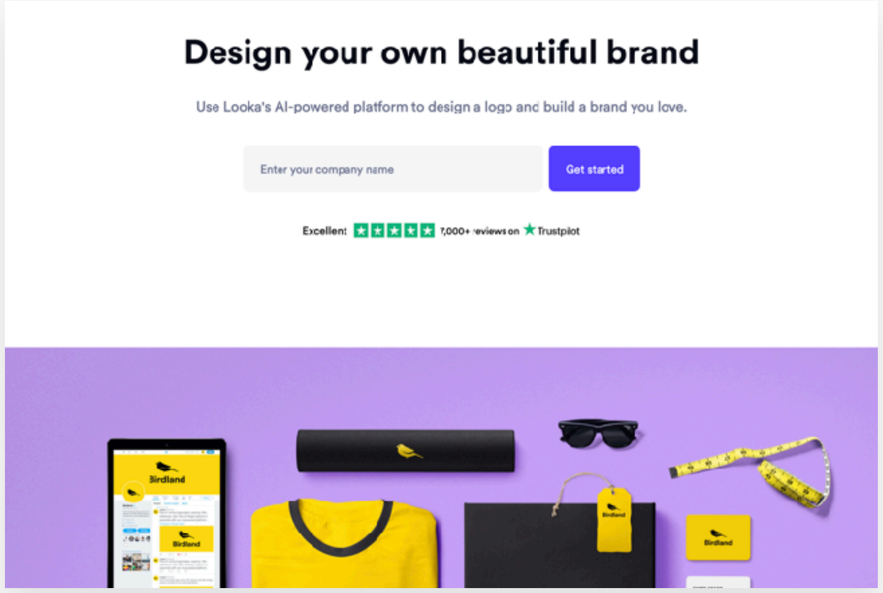

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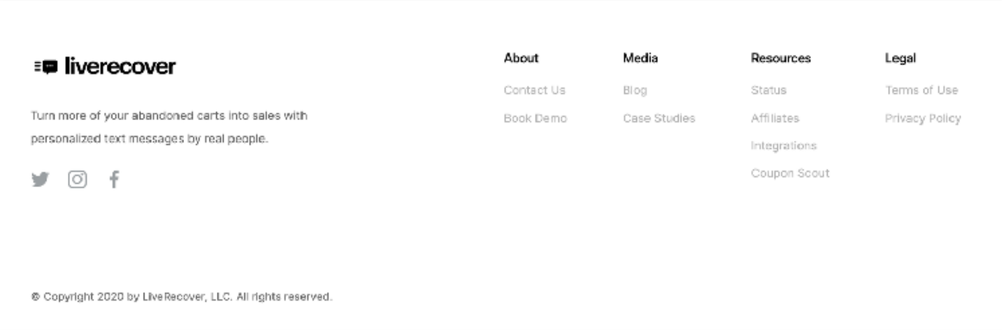

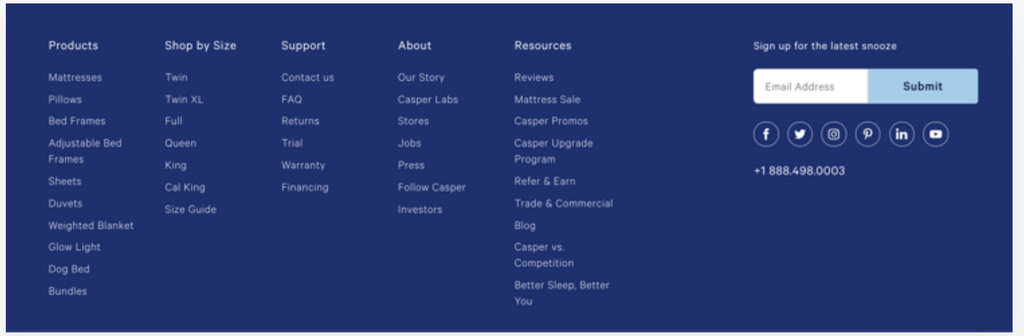

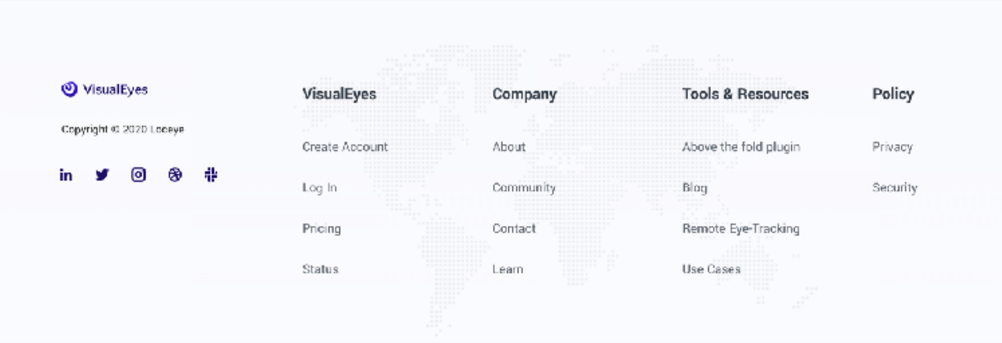

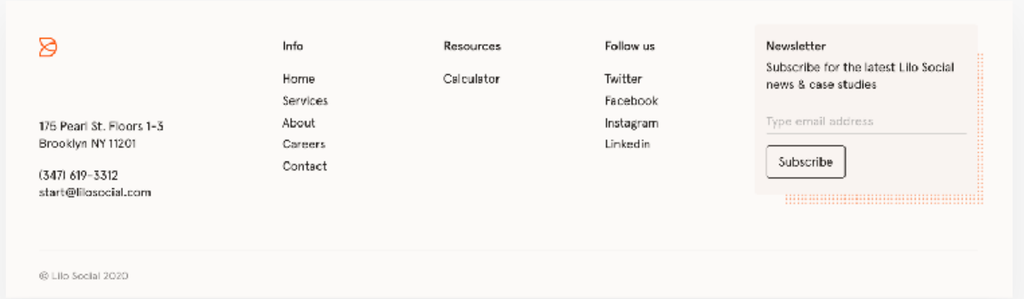

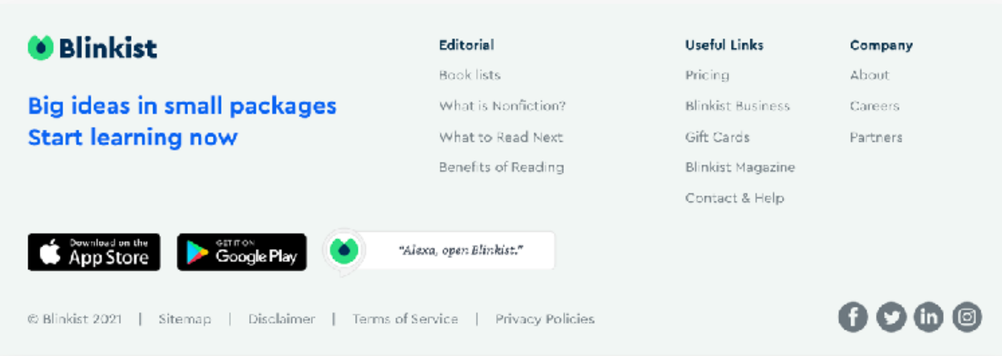

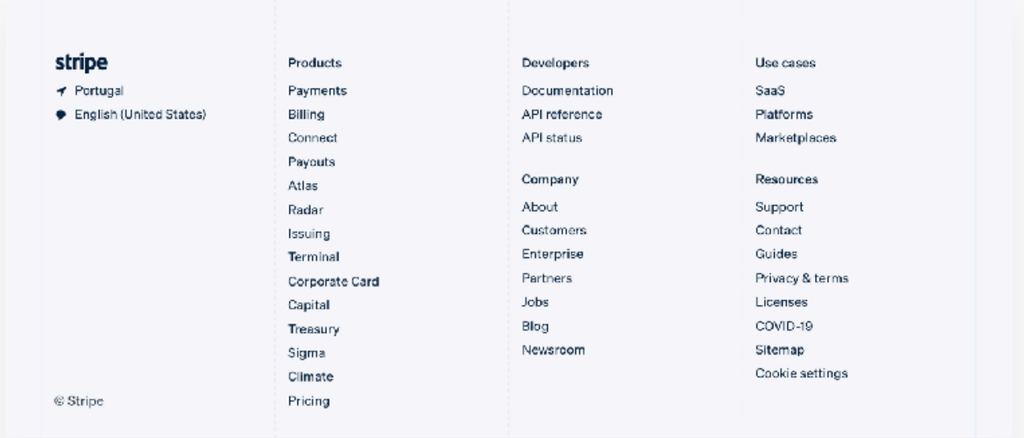

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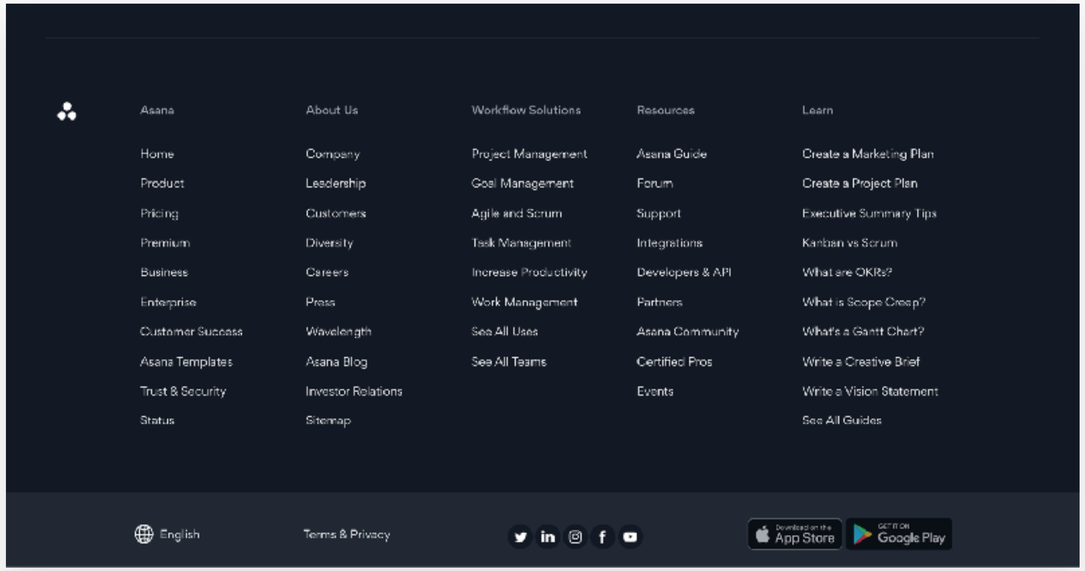

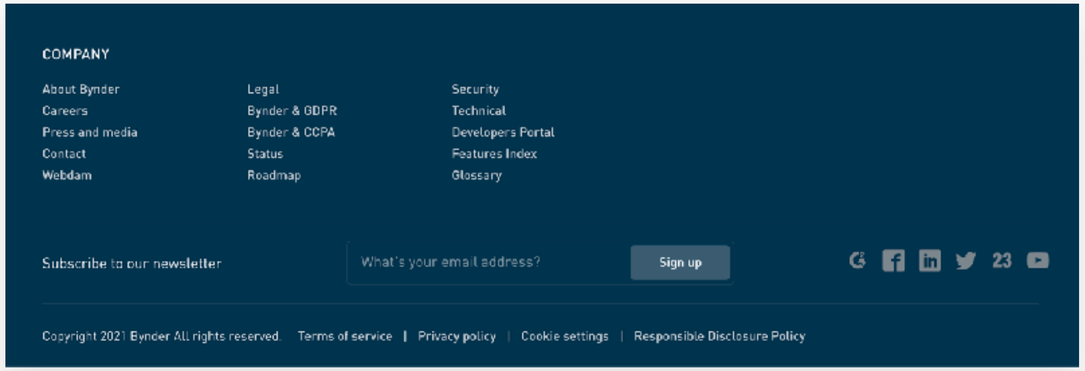

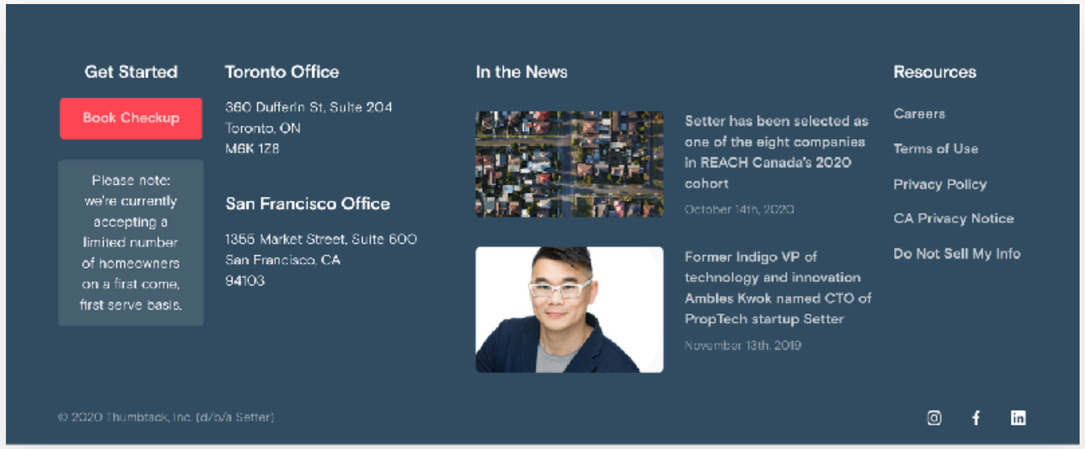

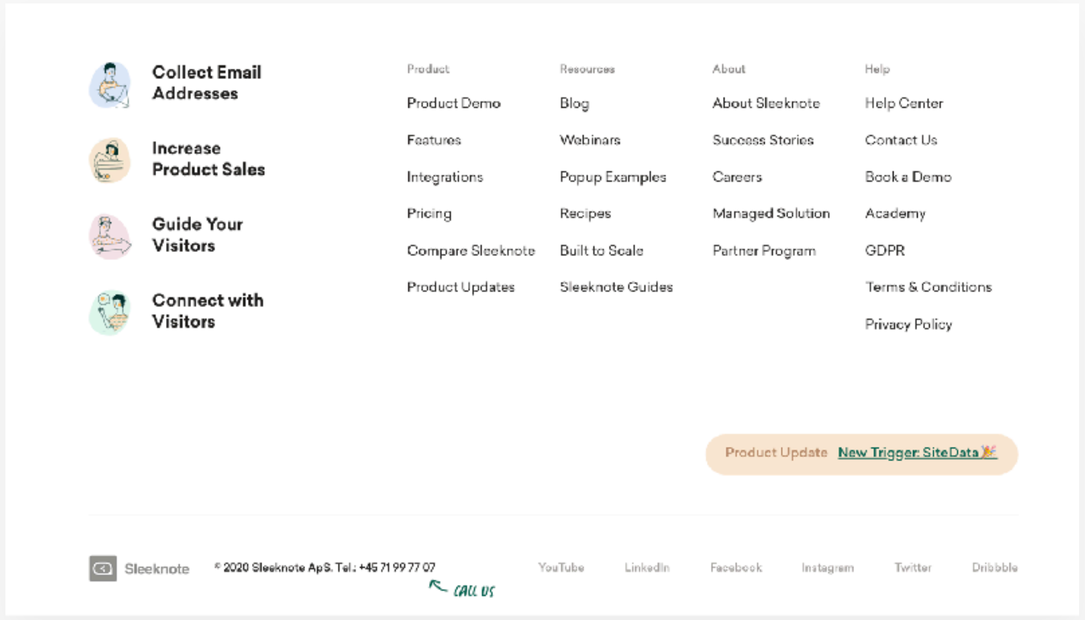

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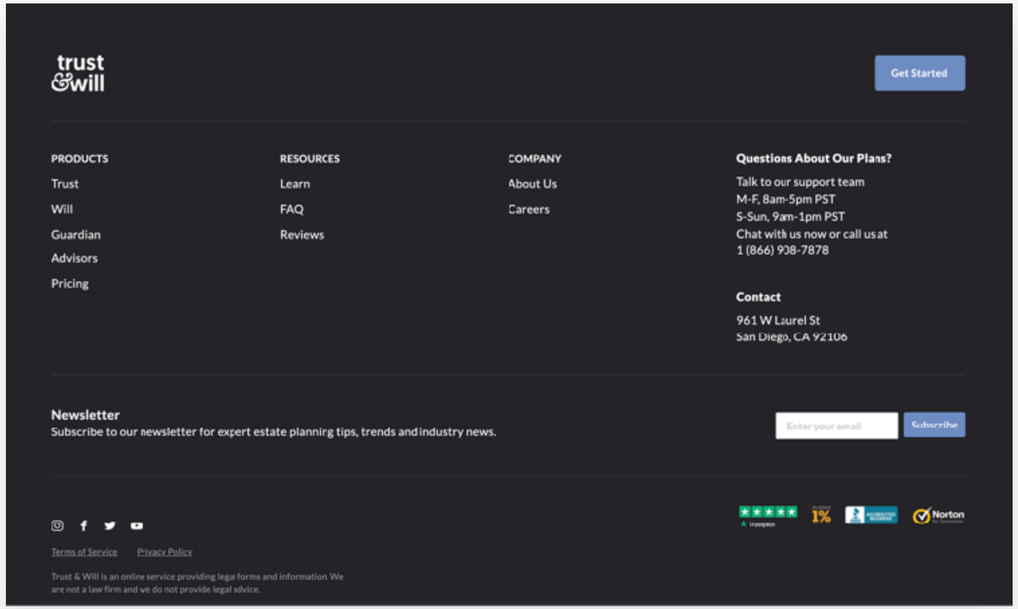
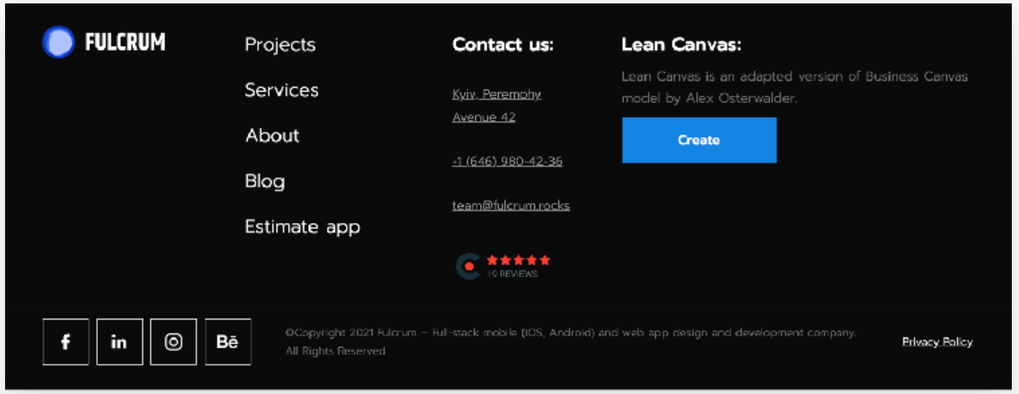
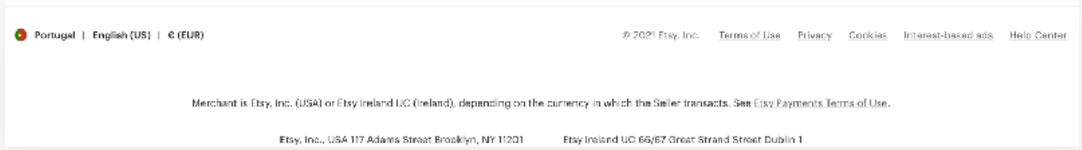
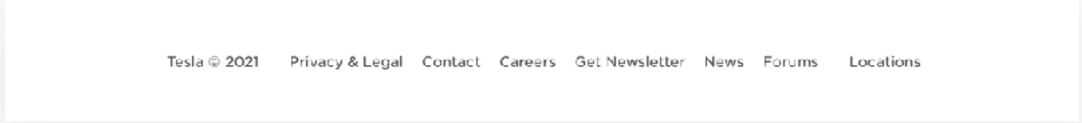


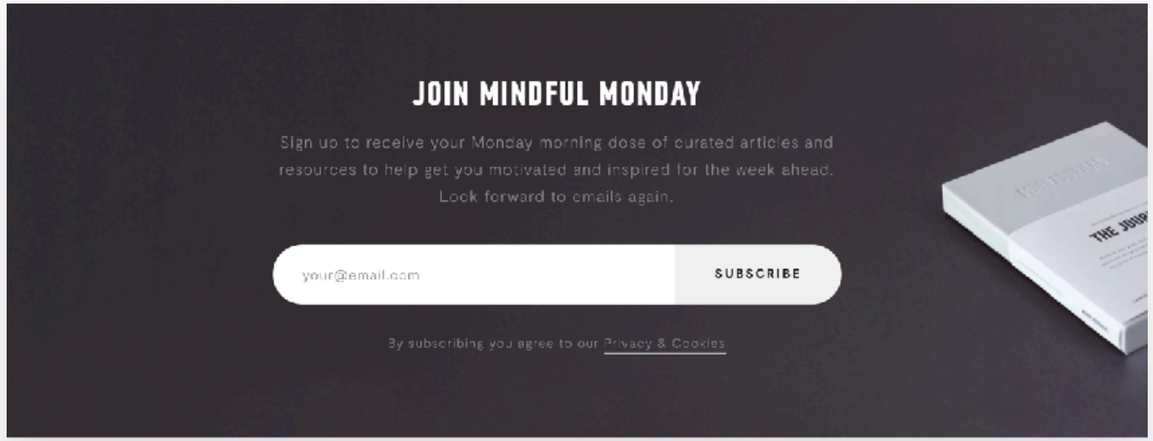


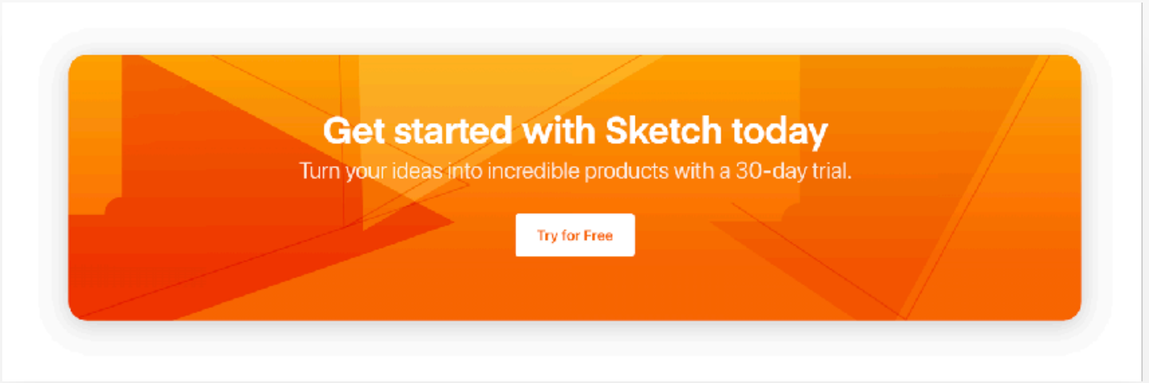


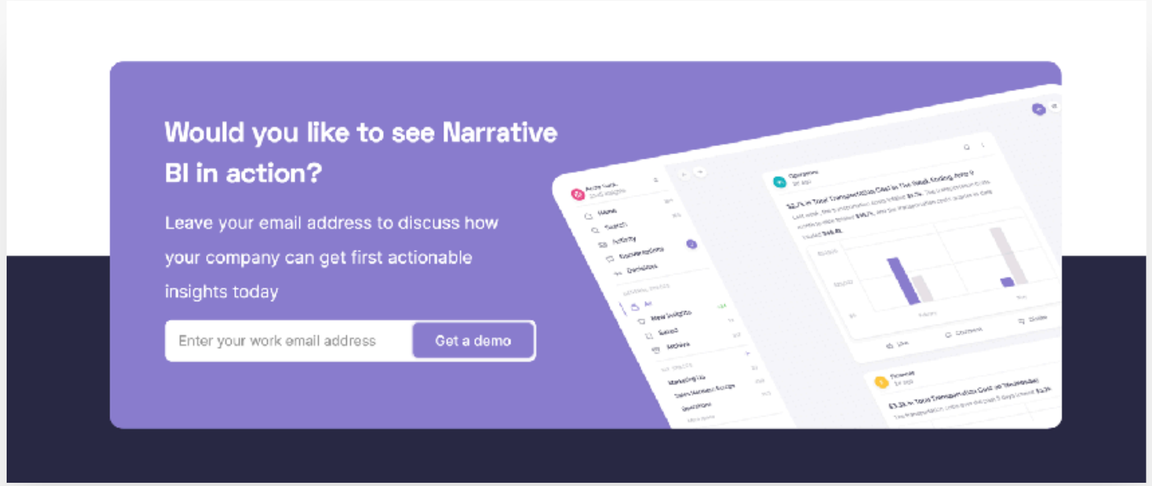


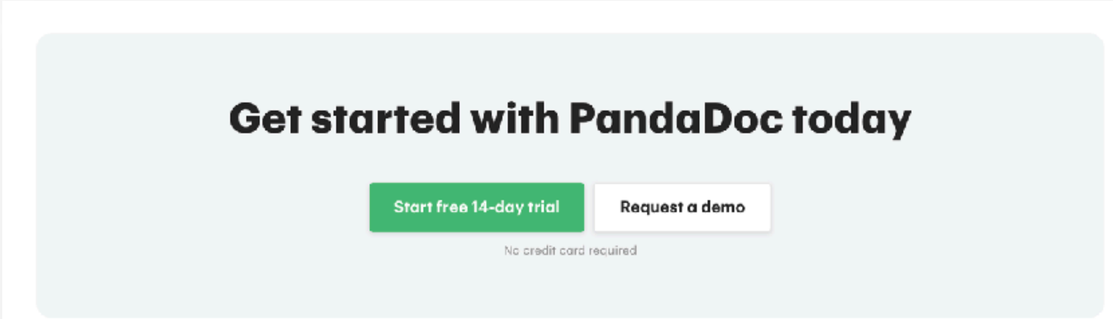
04 CALL-TO-ACTION SECTION

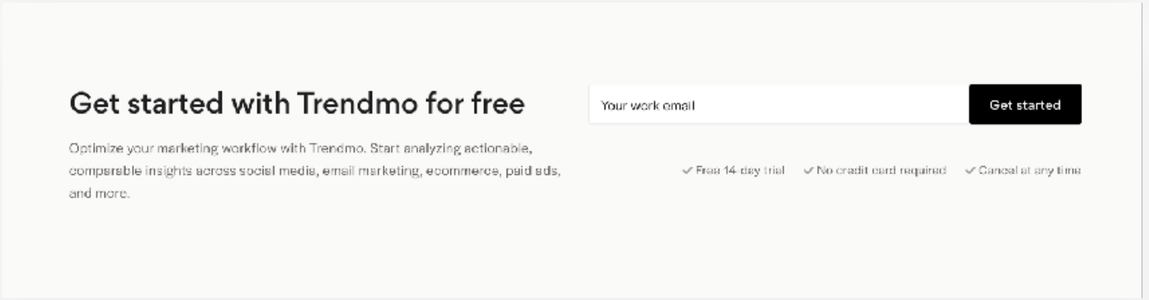
C SECTION COMPONENTS











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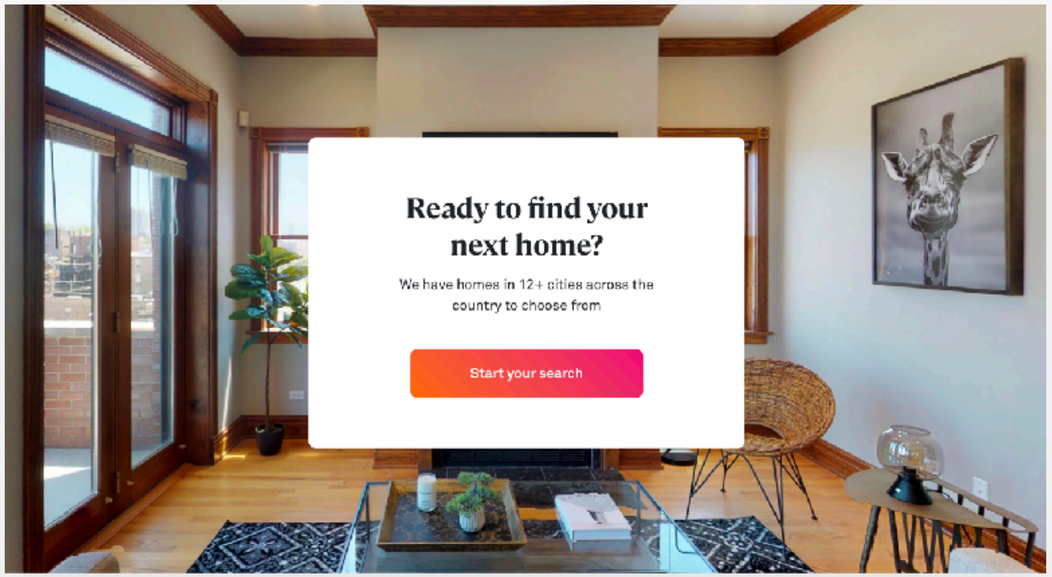

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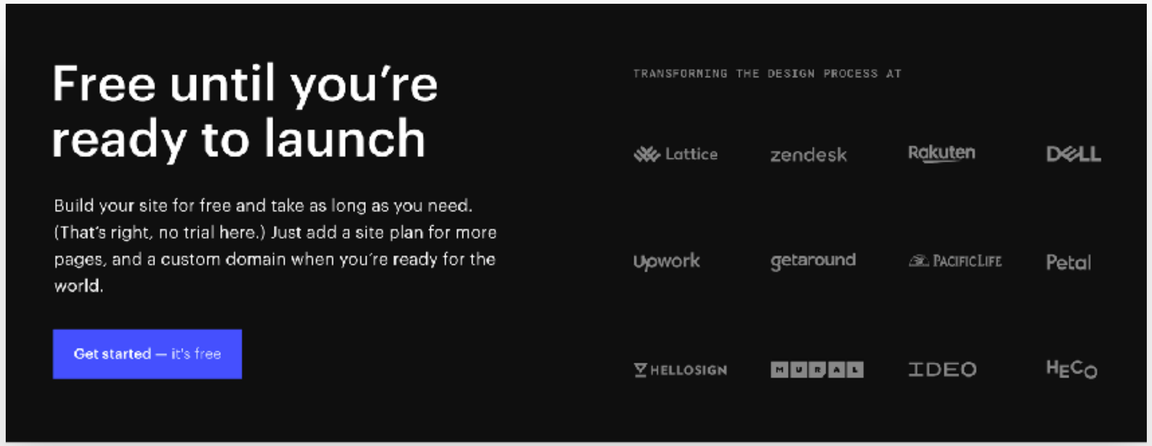

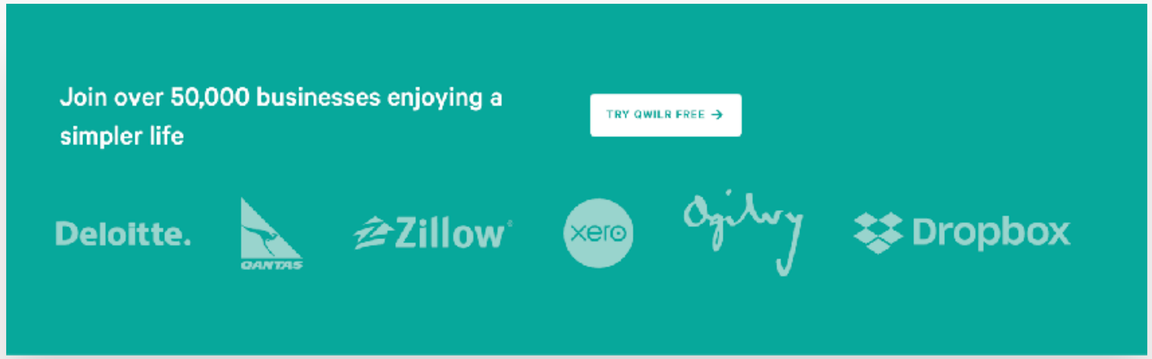

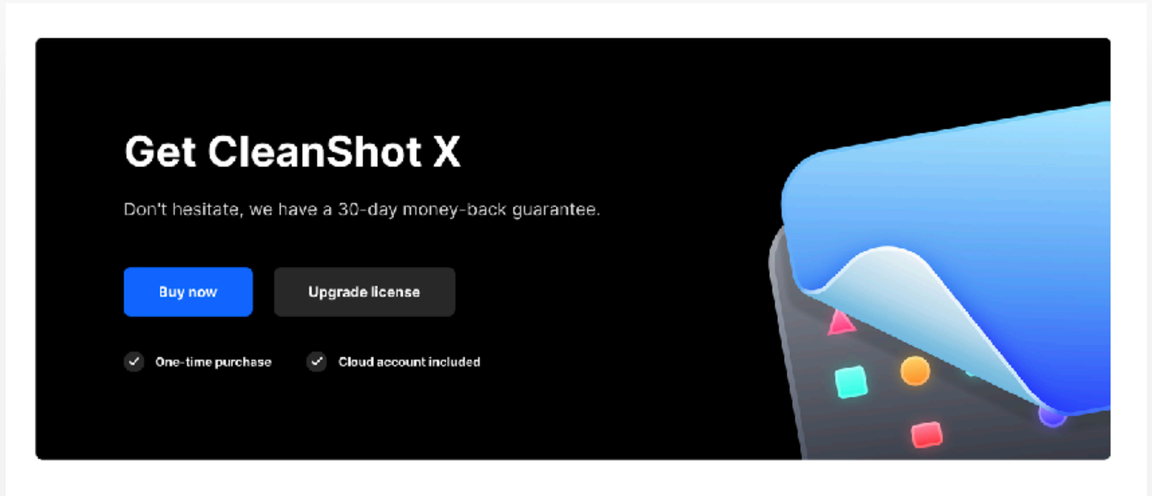

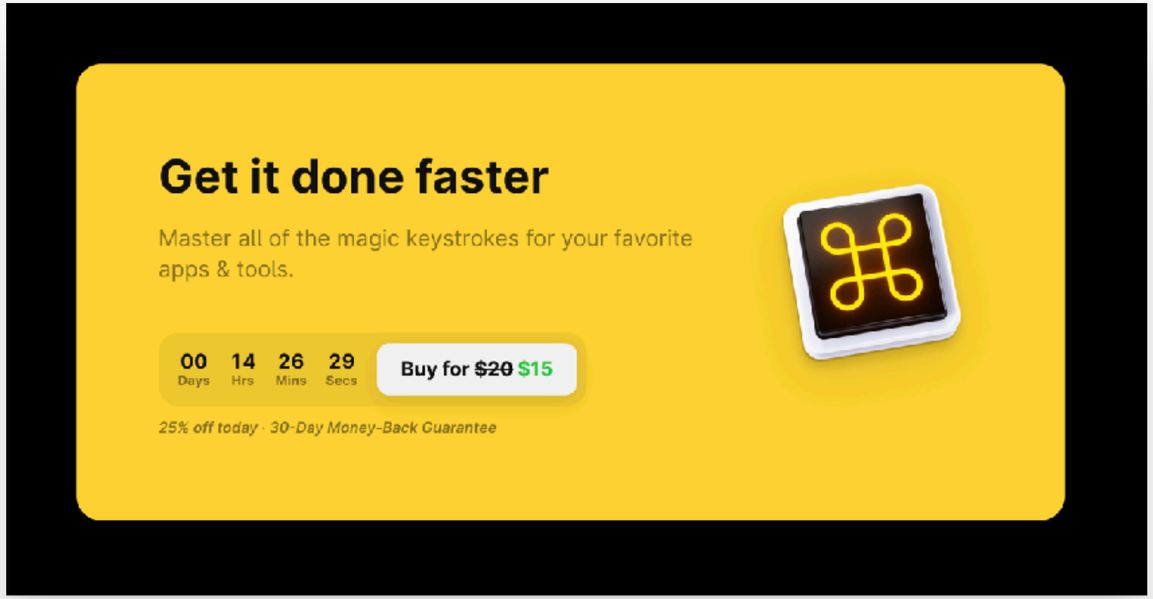

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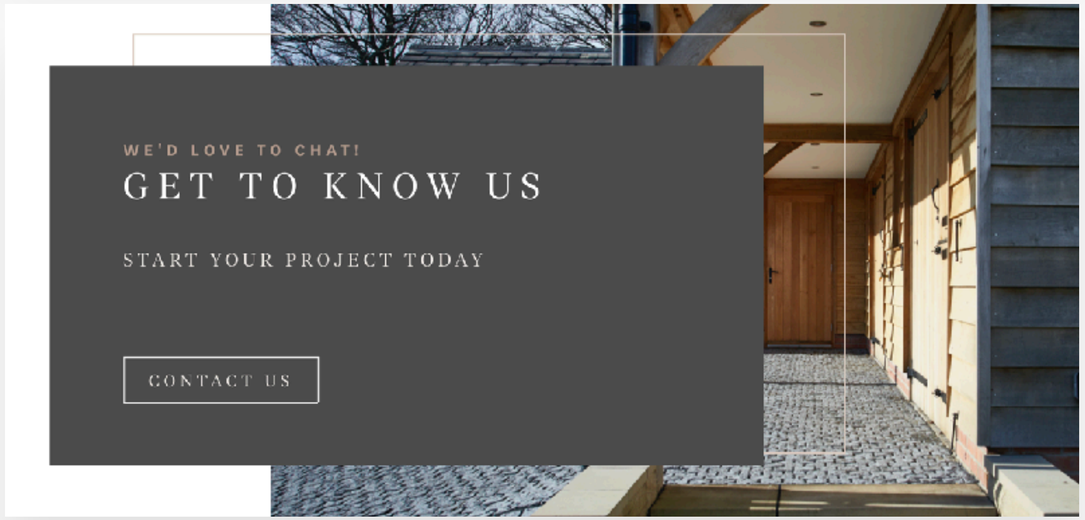


LET'S TALK

Ready to create a unique experience?
Let's get in touch!

Start a Project →

05 FEATURE ROW

C SECTION COMPONENTS

Our Story

We're on a mission to make plant-centric, wholesome food accessible to everyone. Our meals are hand-made with care, packed with natural, mindfully-sourced ingredients, and delivered sustainably.

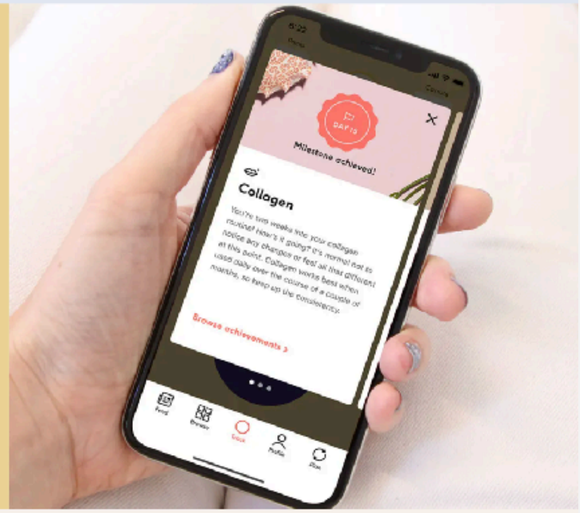
LEARN MORE ABOUT OUR STORY & FOOD ETHOS ›

We're with you

Once you have your tailored plan, we'll help you stick with it. Track your supplements, learn about how they work, and get new recommendations as your health changes, all in our handy app.

Say hello to your new healthy habit.

Take the quiz



Dina gets business through her online shop

"I love using Typeform because I don't have to go back and forth via email to give people an estimate. It's a simple introduction to my process that helps my business run smoothly."

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Strive to be *sustainable*

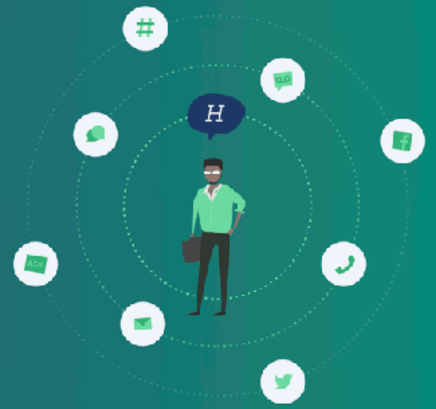
We choose vendors who champion sustainable practices. You'll find vendors who use local, seasonal ingredients, reduce waste, and demonstrate environmental responsibility.

05 FEATURE ROW

C SECTION COMPONENTS

Amplify other channels

Using Hustle doesn't mean overhauling your entire communications strategy. Instead, it makes people more receptive to other channels. Text to schedule a call and they're more likely to pick up. Alert them to an incoming email and they're more likely to open it.



Unlimited products

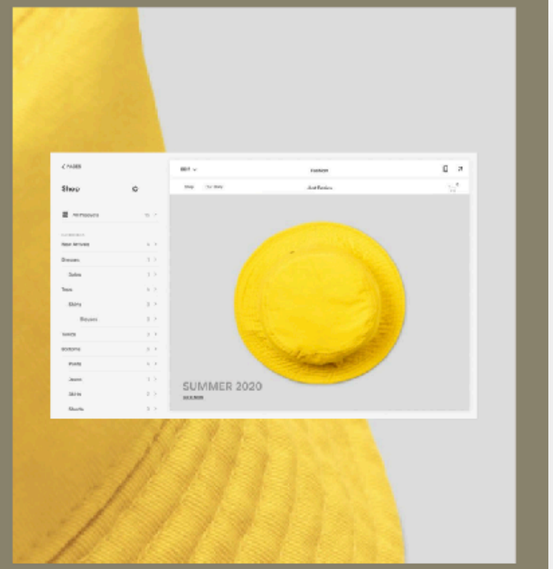
Add and manage products with an easy-to-use interface that scales with you and gives you complete control over how products are arranged.

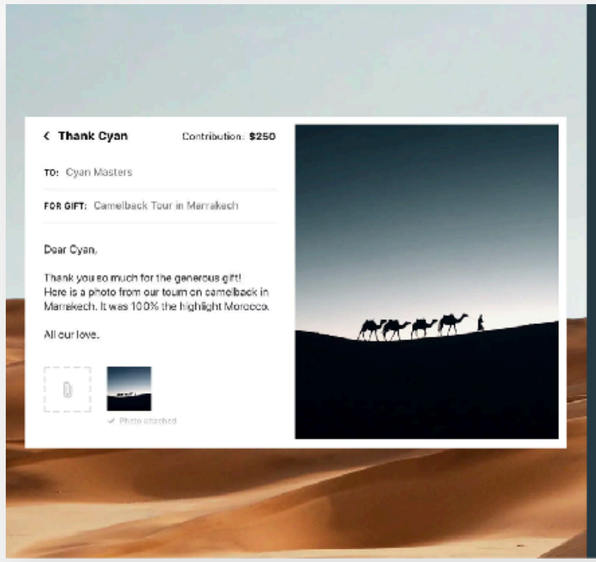
Rich product listings

Give shoppers the best browsing experience with rich product descriptions, embedded videos, images, related products, and more.

Product catalogs

Show products organized by category and help customers find exactly what they're looking for with intuitive menus.



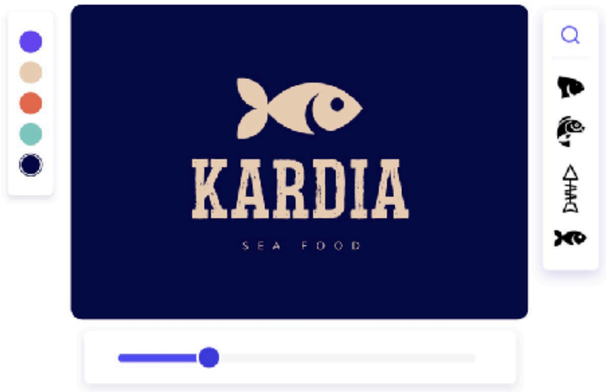


Simple.

Enjoy your trip and thank guests

Once funded, it's time to start your adventure together. Share your gratitude and experience by sending a personalized thank you message to contributors. Include a photo from your trip to add a personal touch.

Start your adventure



01. Make a logo in minutes

Forget looking generic! Looka's software is powered by AI to create a logo that matches your vision — no design skills required. Generate endless options, and tweak designs to get exactly what you want.

Get started

05 FEATURE ROW

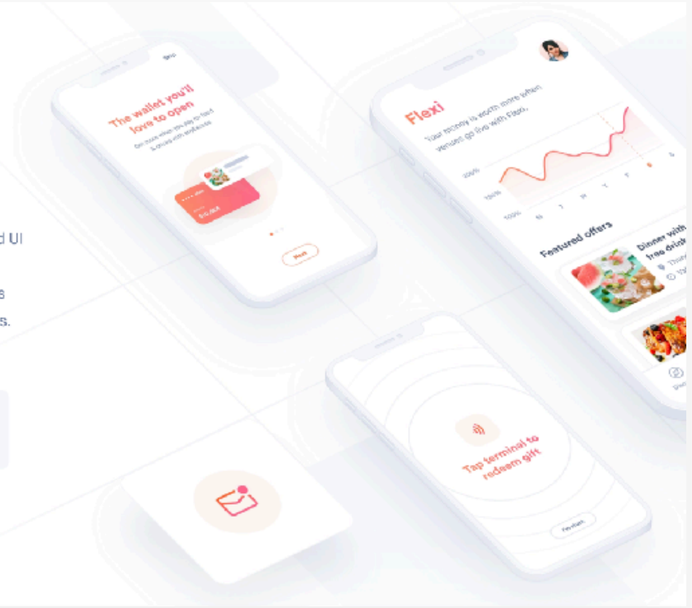
C SECTION COMPONENTS

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

Making complex applications seemingly simple is what we do best

Robin Humphreys
Co-founder

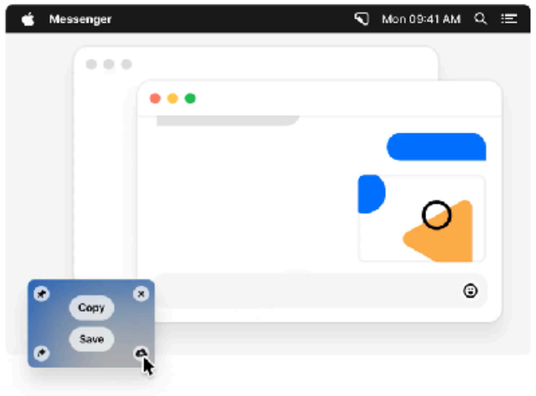


Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

▶ Watch the video

The essential swiss army knife for screenshots, markups, and GIFs. Every Mac owner needs this.
Tyler Tringas, Founder at Earnest Capital

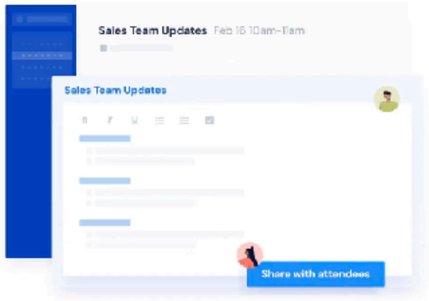


Stay organized. Show up prepared

Agenda templates and timely reminders help you build better meeting habits without much effort.

> *For the meeting itself — **the actual oomph is in the notes.** It's an alignment moment even before the meeting starts.*

Tasha Gideon
Verrah



24/7 customer support

Our team is here to provide you with personalized and outstanding service. We also offer a range of self-learning tools in our support center:

- Knowledge base
- Daily webinars
- Community

Visit our support center >

05 FEATURE ROW

C SECTION COMPONENTS

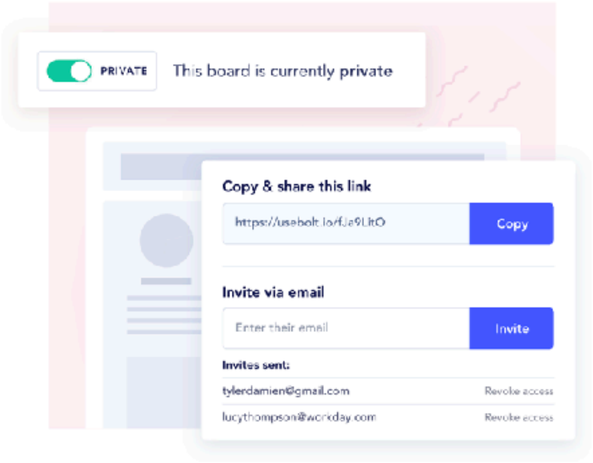
Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

Learn More

Developers and Property Owners >

Learn how our experienced team can deliver solutions that let you maximize the value of your land.



PRIVACY CONTROLS

Share publicly or privately

Create public or private boards to control who you share your designs with.

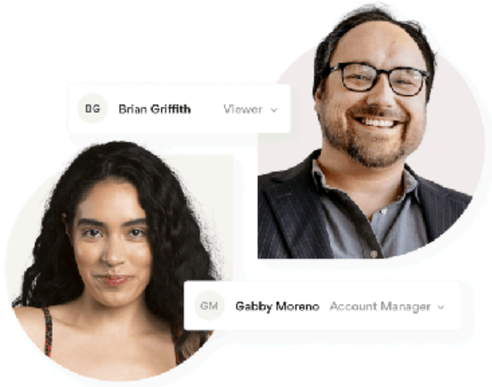
Private boards are invite-only in order to keep your designs private. Public boards allow you to share your designs with anyone, using a simple link.

TRENDMO FOR TEAMS

Seamless client and team member management

Streamline your workflow with flexible team permissions, and customize access levels across clients and collaborators. Share actionable insights with marketing, sales, or product teams in just a few clicks.

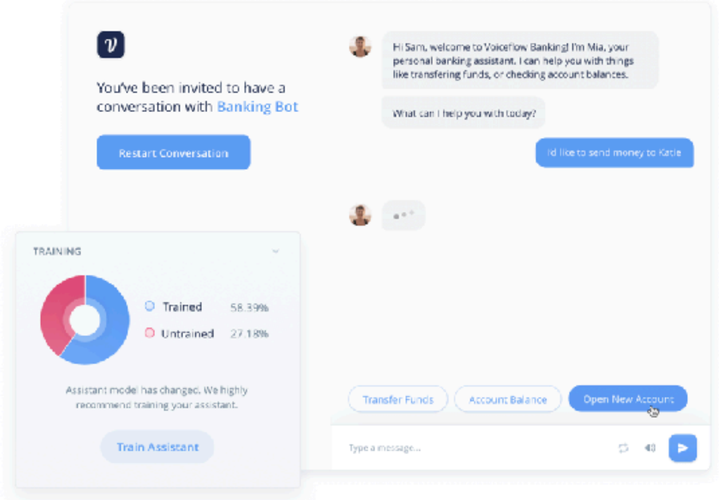
Why teams love Trendmo →



PROTOTYPING & USER TESTING

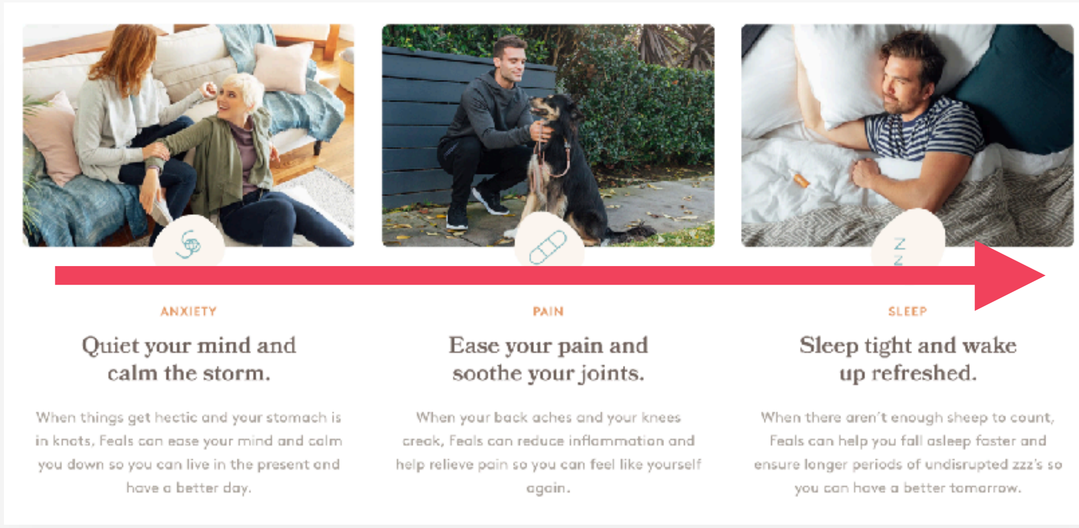
Lightning fast prototyping

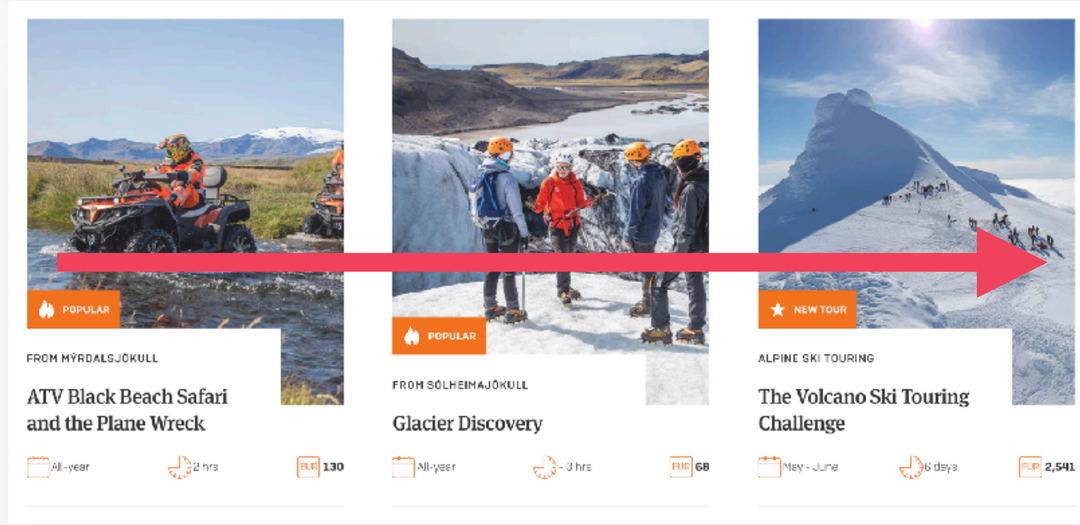
Voiceflow's advanced prototyping capabilities allow for robust testing right in-browser, or on-device.

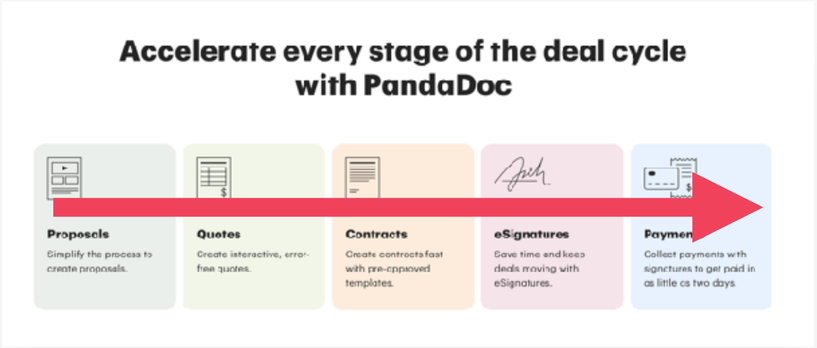


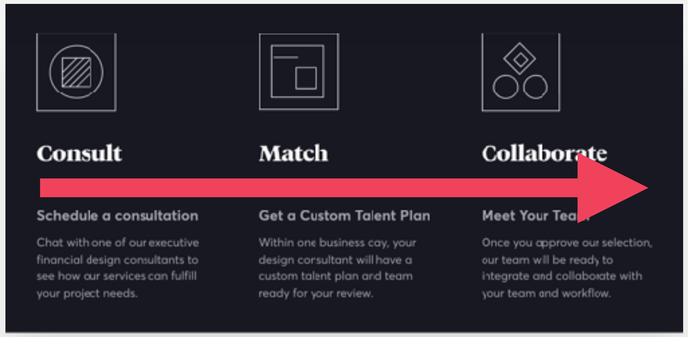
01 ROW OF BOXES/CARDS

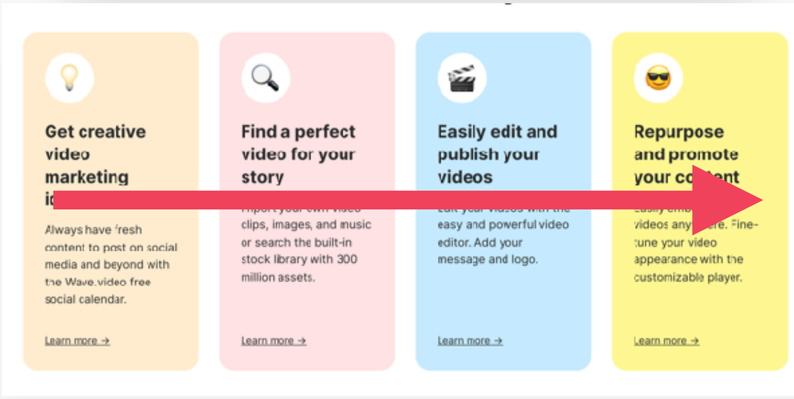
D PATTERNS





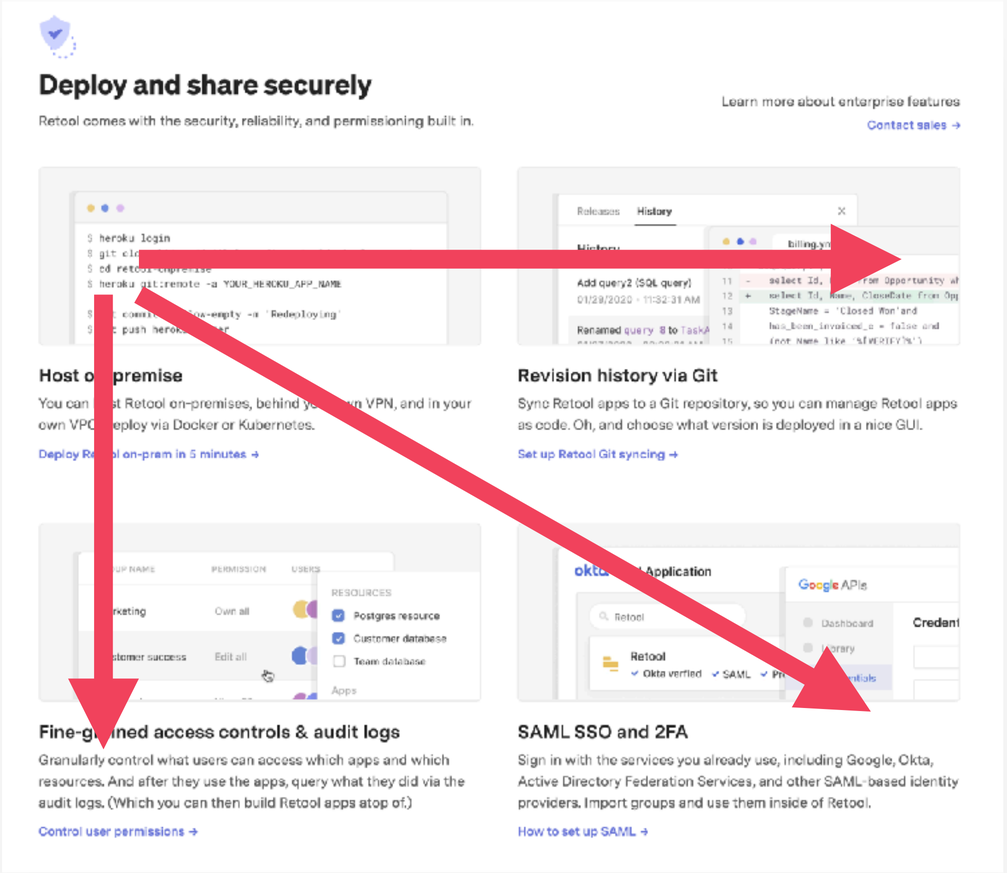


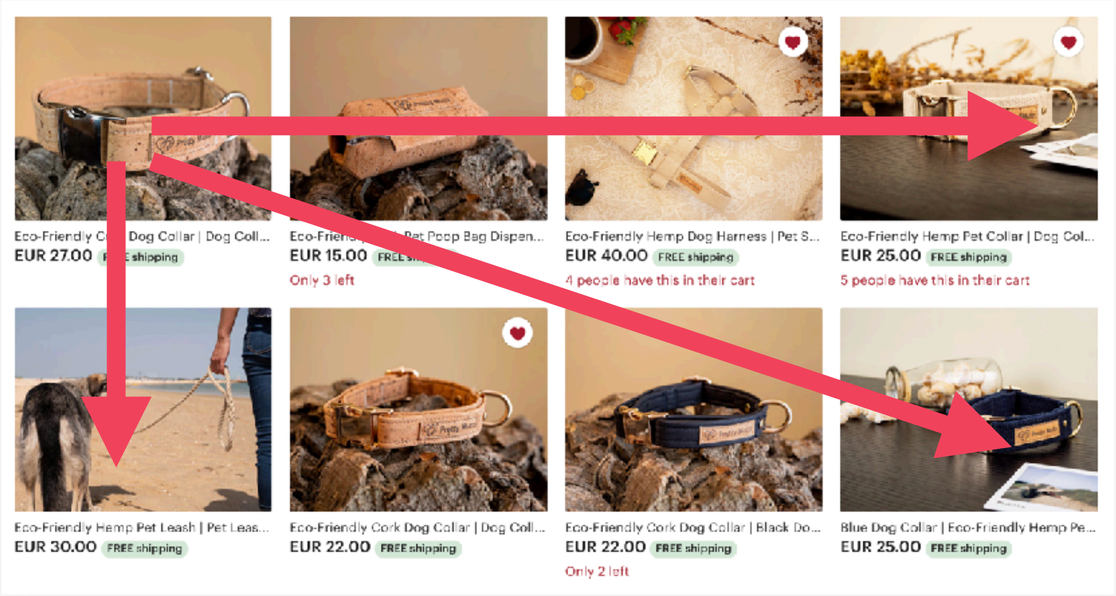




02 GRID OF BOXES/CARDS

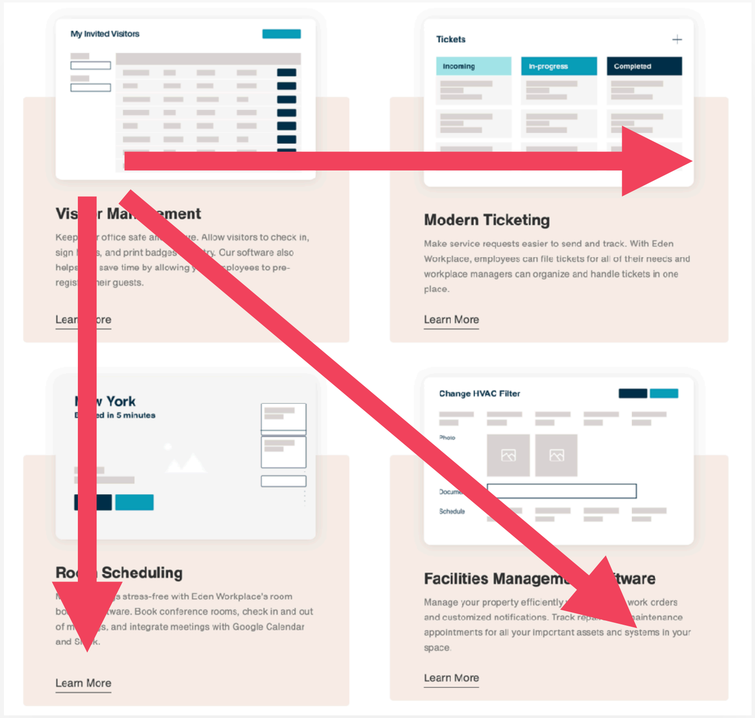
D PATTERNS

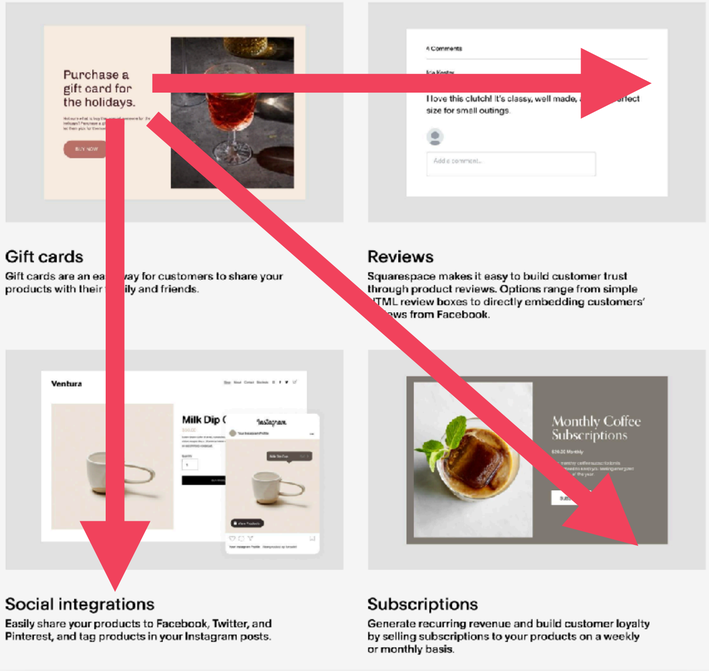


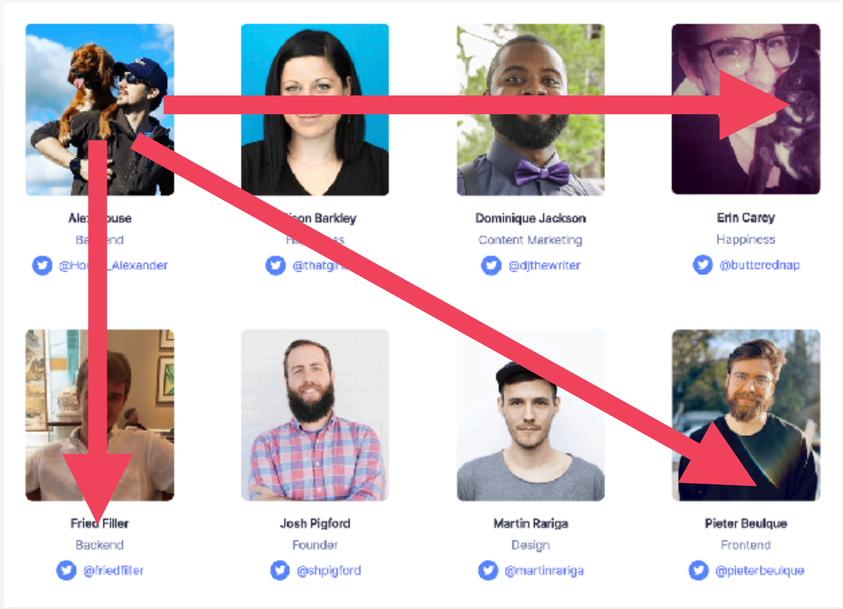


02 GRID OF BOXES/CARDS

D PATTERNS







ASIDE: NESTING **PATTERNS** IN **COMPONENTS**

D **PATTERNS**

Feature row **section component**

Trust our team of experts to deliver

Design consultants
Our team can help you create your FF&E specification, keeping it on time and in budget.

One point of contact
You have one point of contact — us. We'll handle every supplier and all the admin.

Installation
On-site installation including assembly, positioning, snagging and packaging removal.

Consolidated delivery
We'll consolidate orders from multiple suppliers and deliver when required.

Grid **pattern**

Feature row **section component**

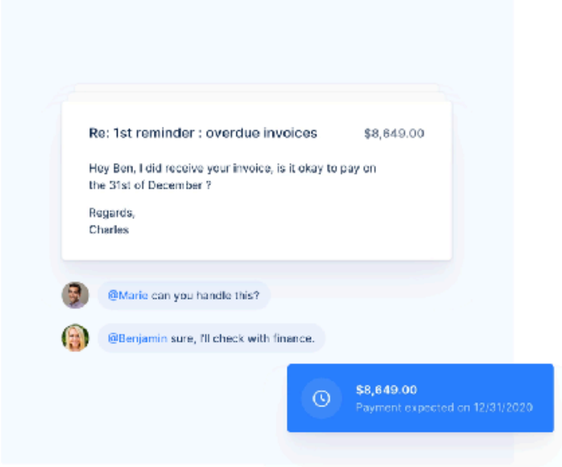
Keep your team in the loop

Keep your sales and finance teams on the same page by giving them an overview of their receivables.

Internal communication
Use comments to keep others up to date on the account

Assignments
Bring the right team members into the loop when needed

Row **pattern**



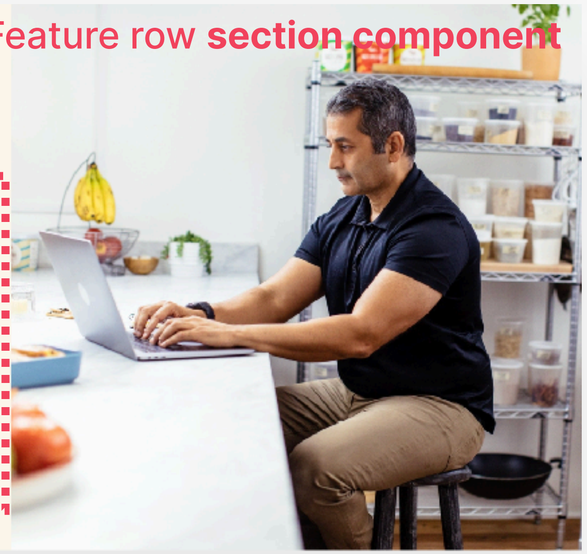
Feature row **section component**

Get the help you need, every step of the way

Shopify support
Contact support 24/7, whether you're troubleshooting issues or looking for business advice.
Contact support →

Shopify App Store
Add features and functionality to your business with 6,000+ apps that integrate directly with Shopify.
Visit the Shopify App Store →

Shopify Experts Marketplace
Hire a Shopify expert to help you with everything from store setup to SEO.
Explore the Shopify Experts Marketplace →



Grid **pattern**

Feature row **section component**

OUR MISSION

We help SMEs to create empowering workplaces for their teams.

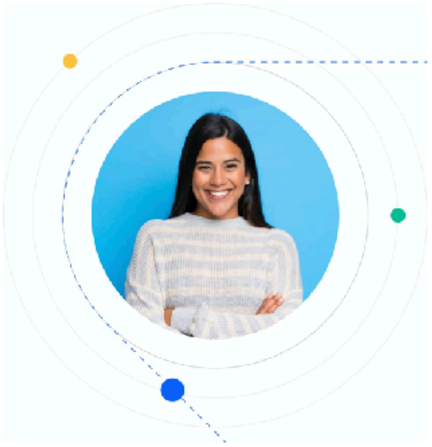
9,000 small businesses and counting.

200k employees are actively using Swingvy.

94% of customers are likely to recommend Swingvy.

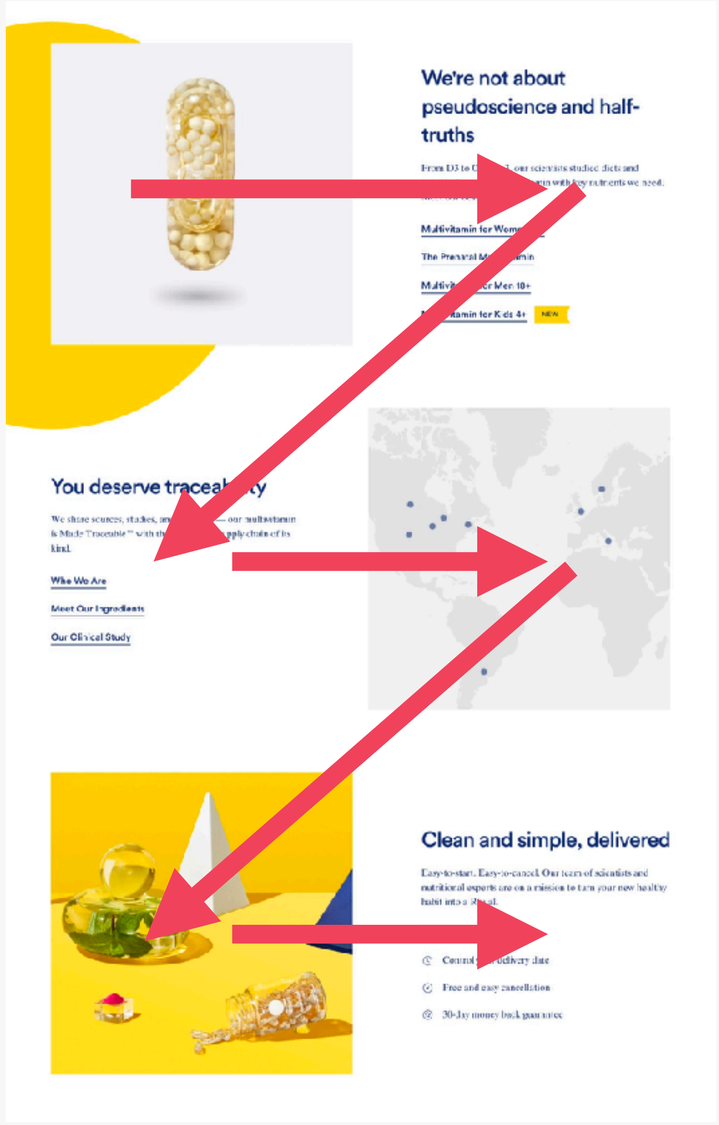
90% of customers told us switching to Swingvy is easy.

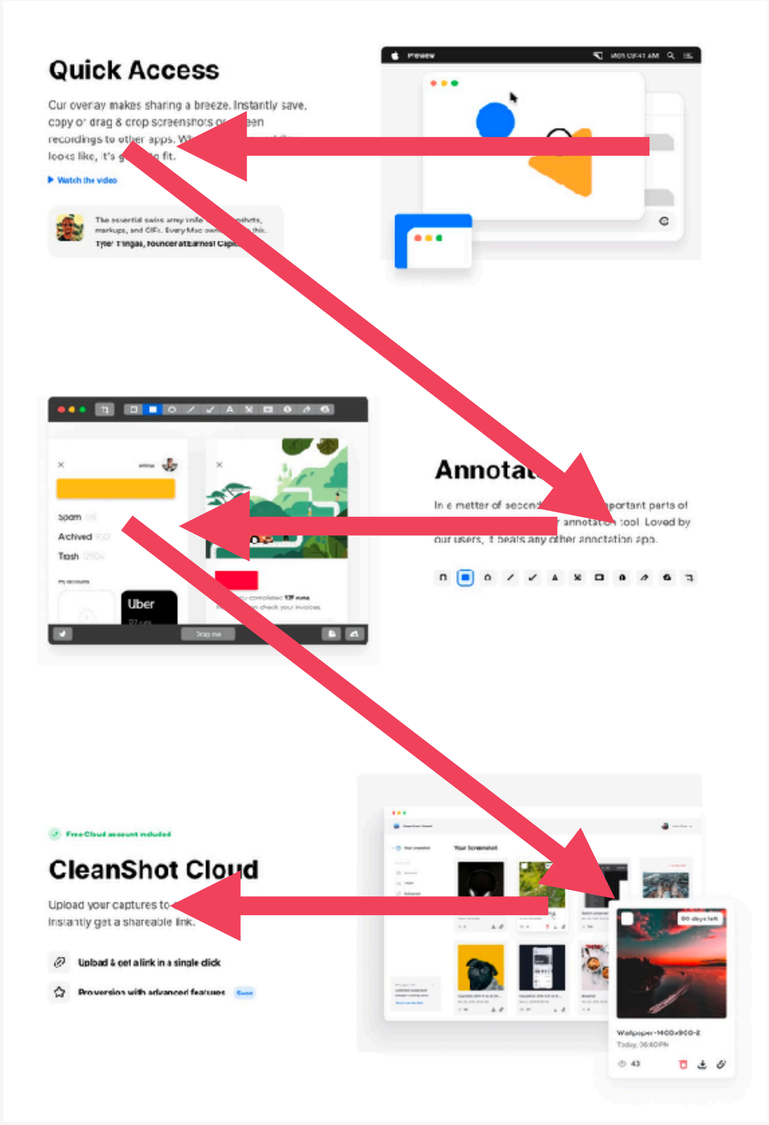
Grid **pattern**

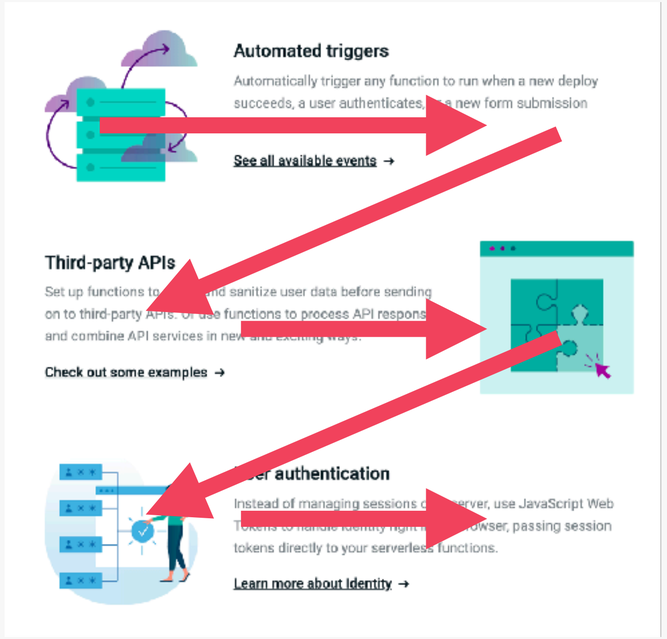


03 Z-PATTERN

D PATTERNS

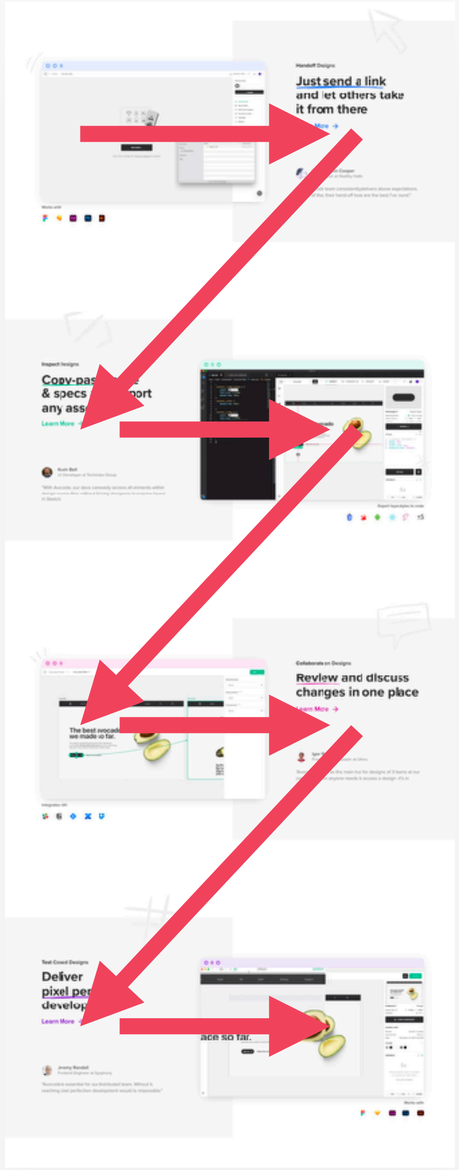


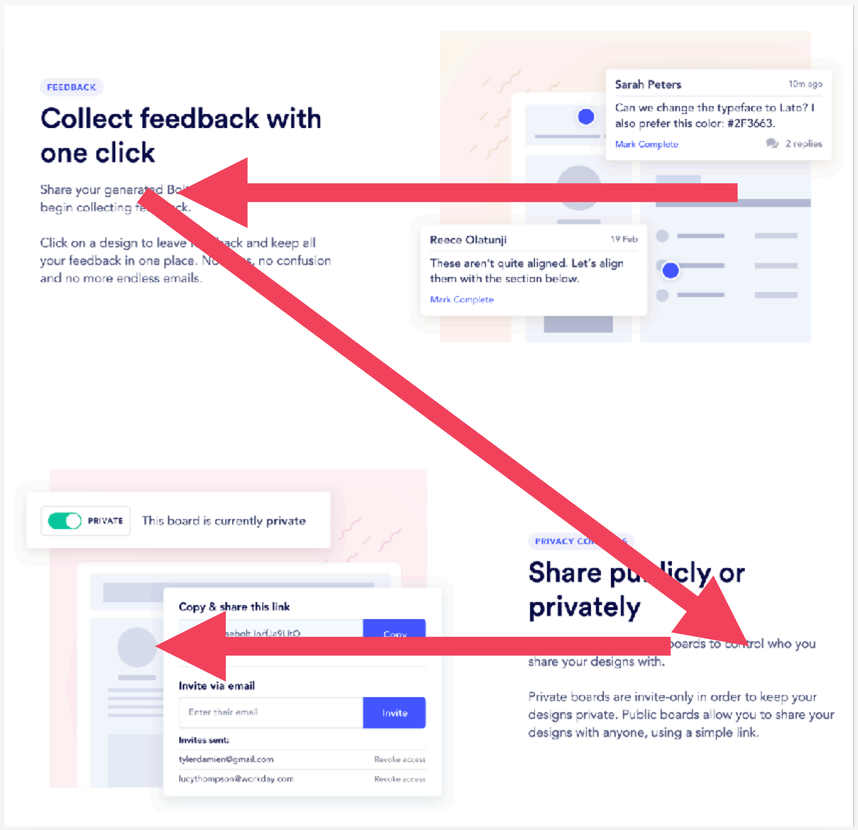




03 Z-PATTERN

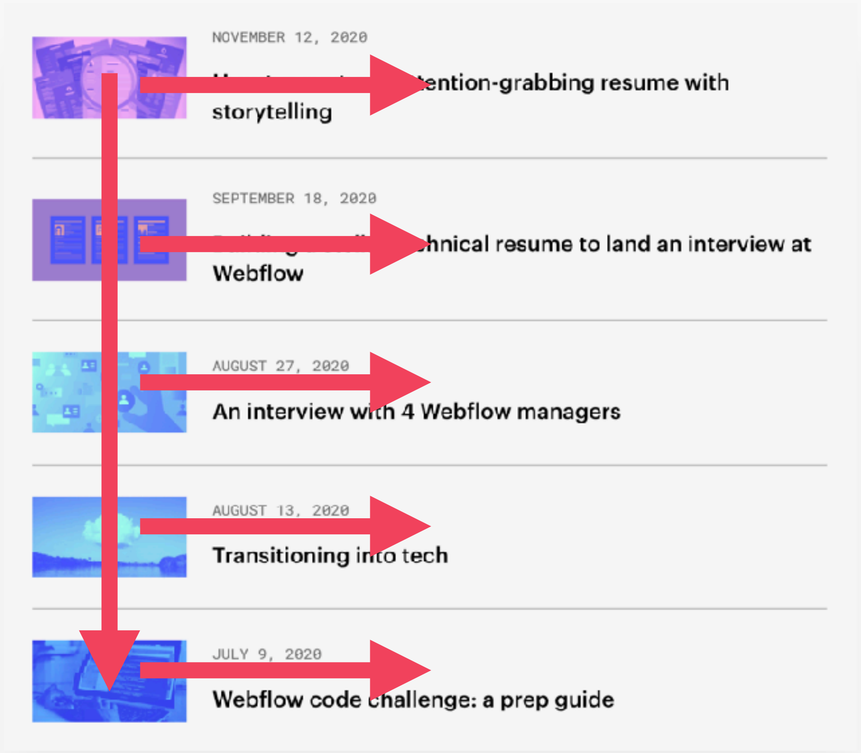
D PATTERNS

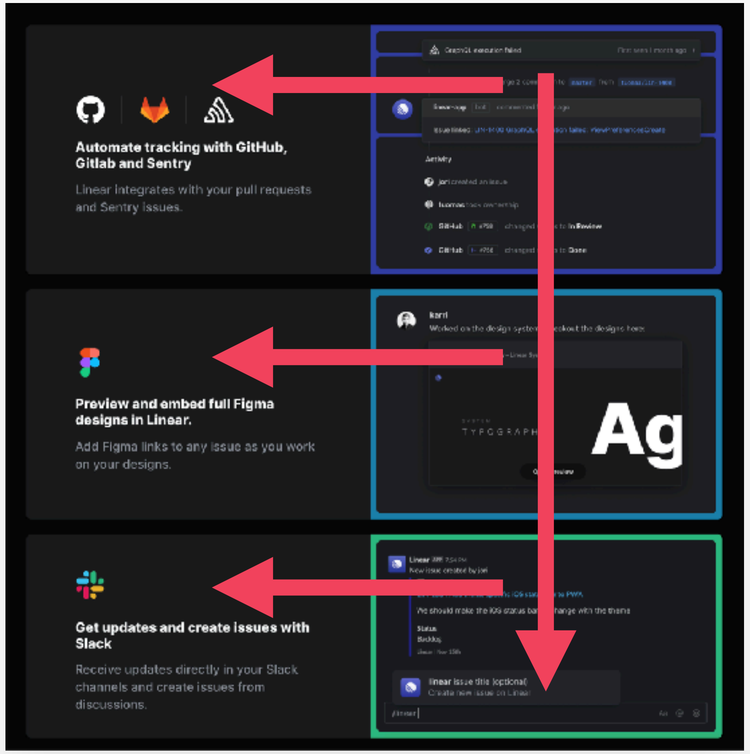




04 F-PATTERN

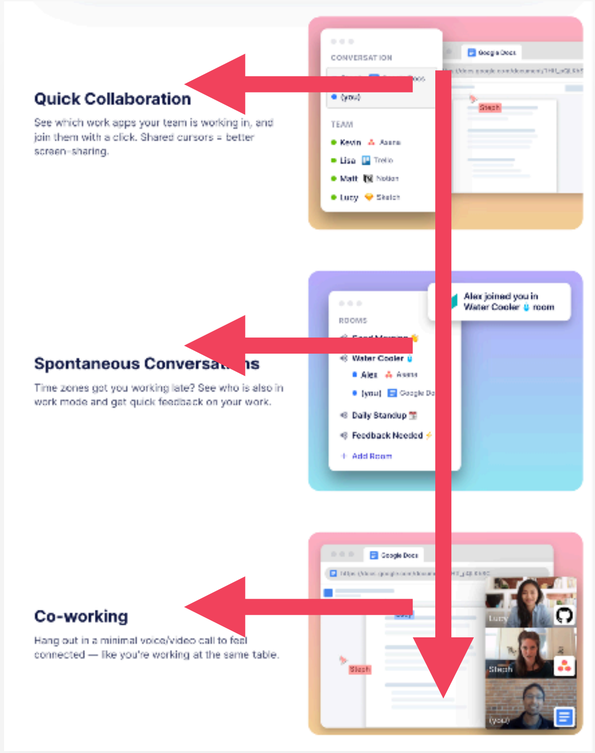
D PATTERNS

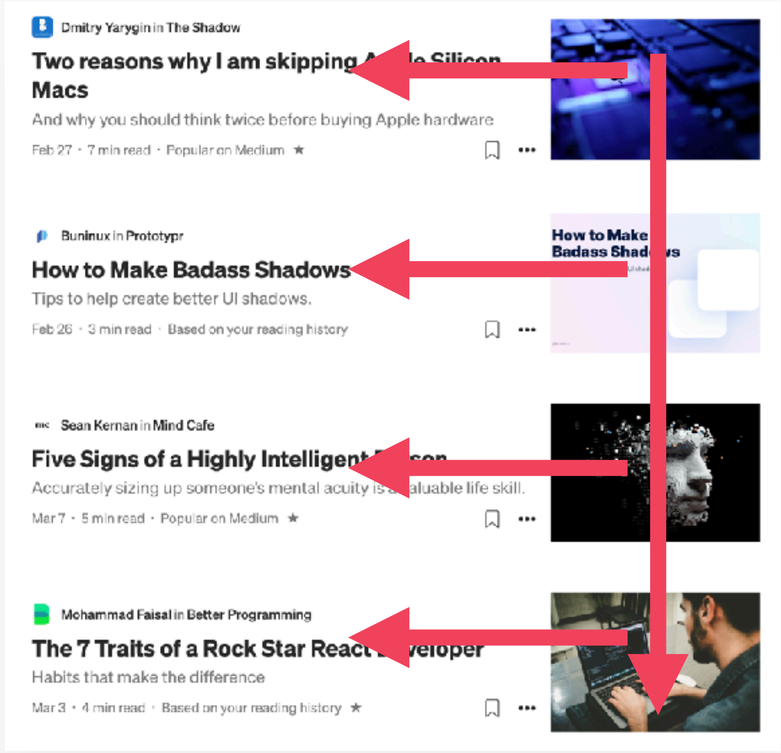


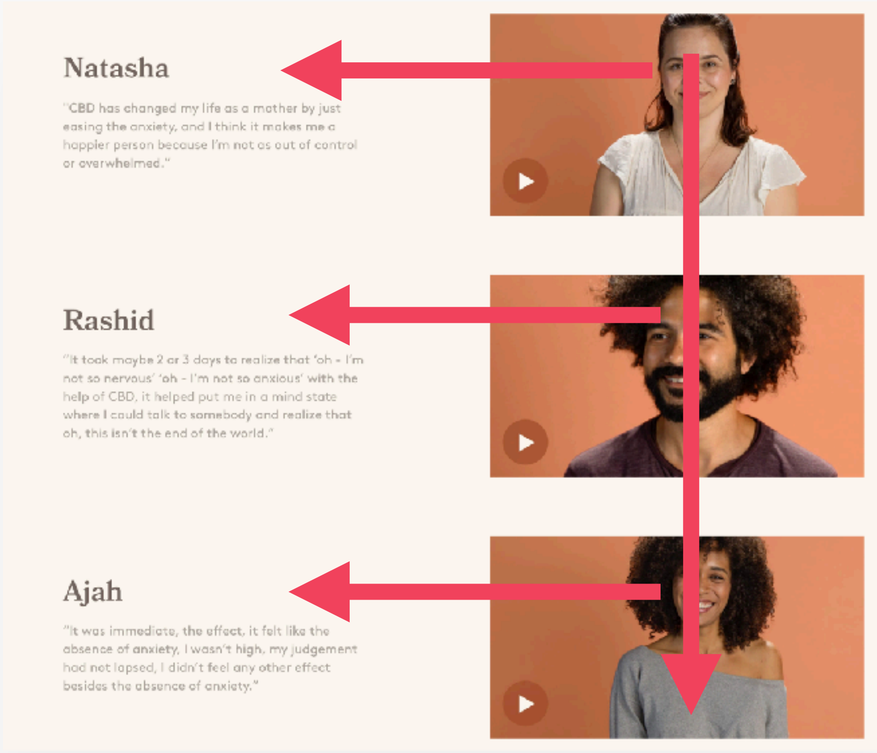


04 F-PATTERN

D PATTERNS

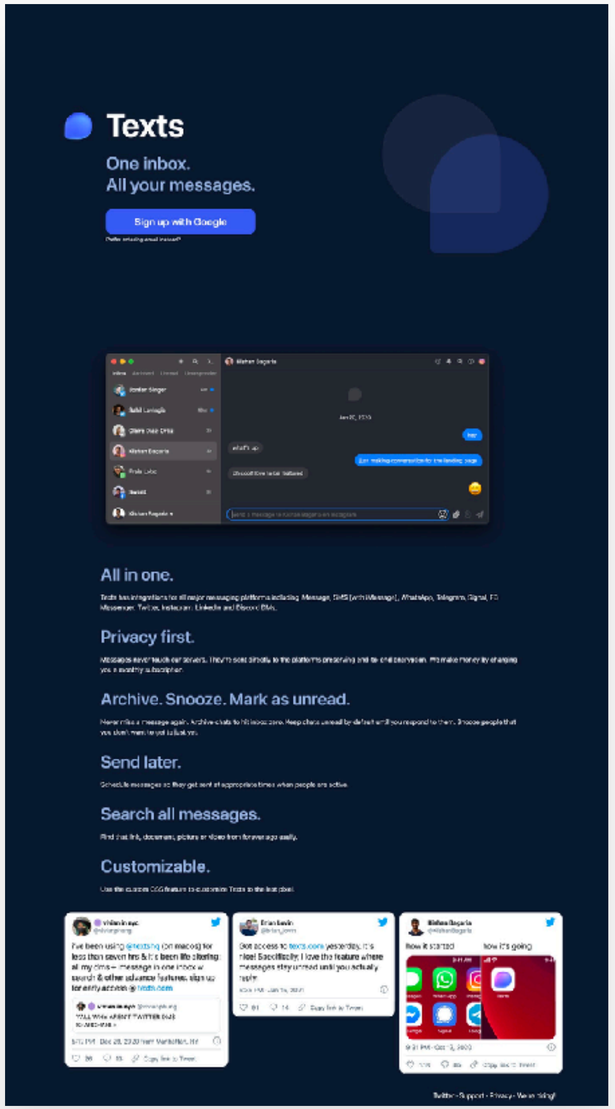


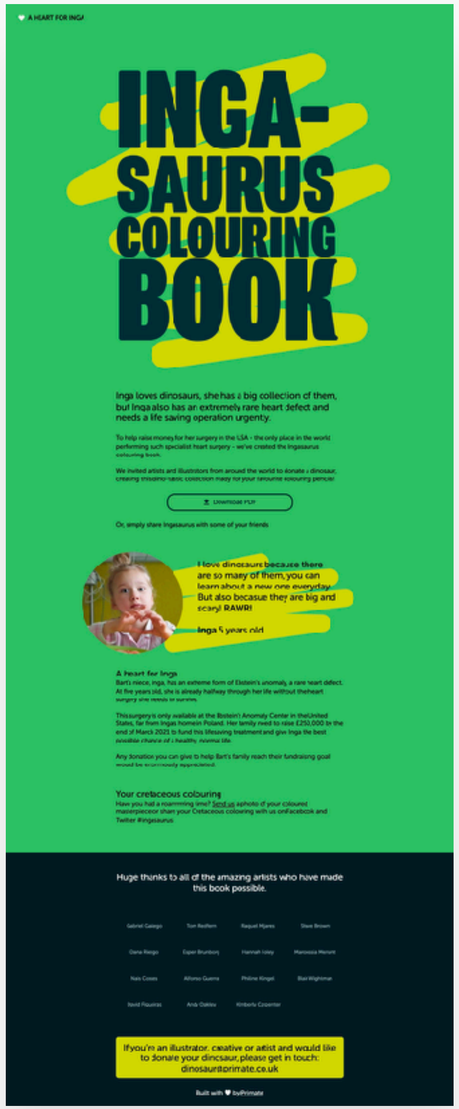


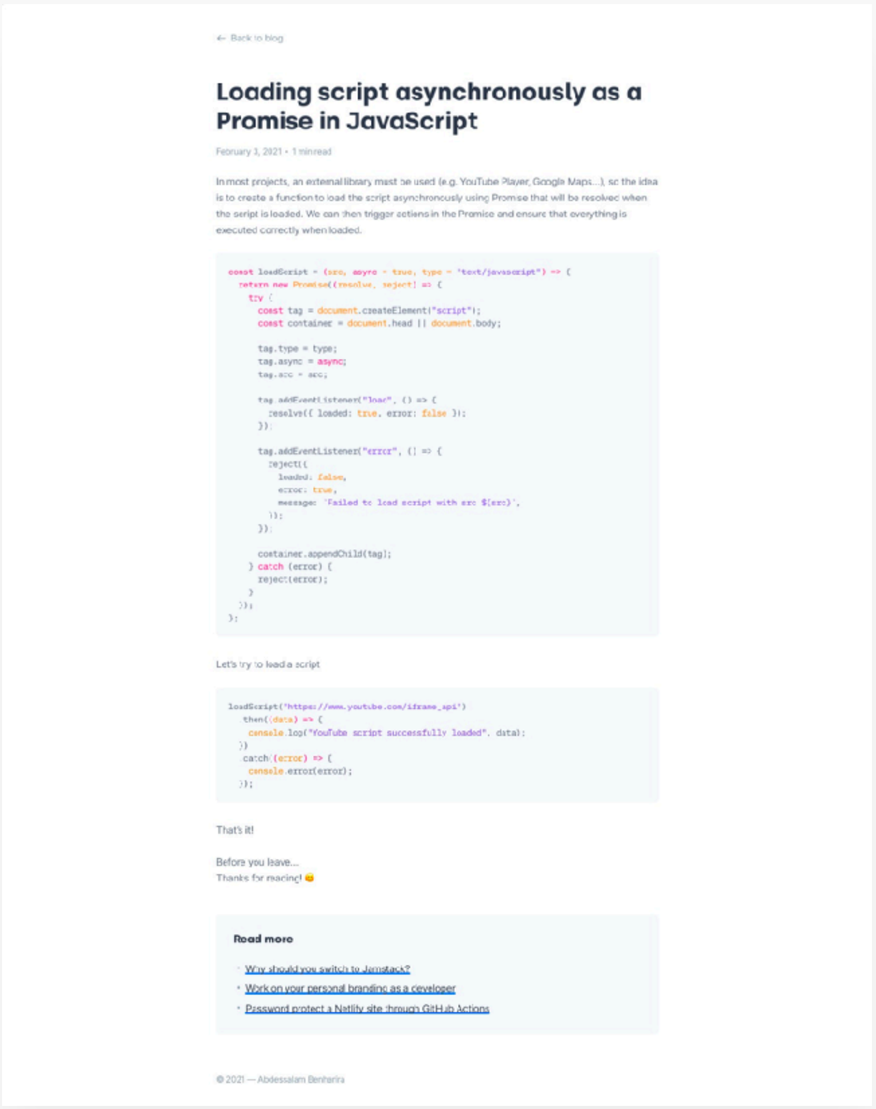


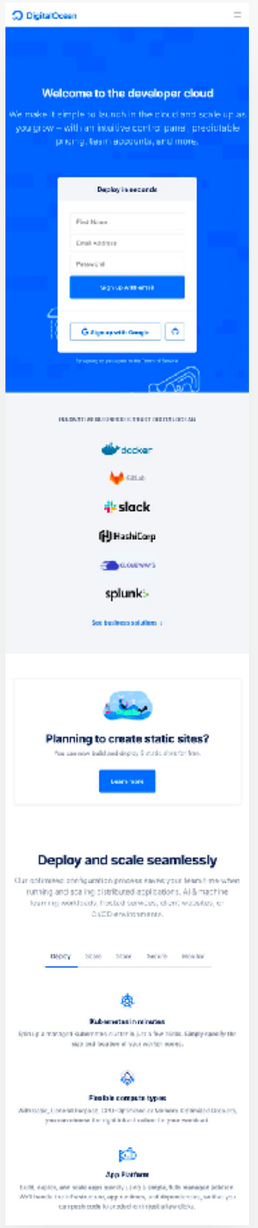
05 SINGLE COLUMN

D PATTERNS



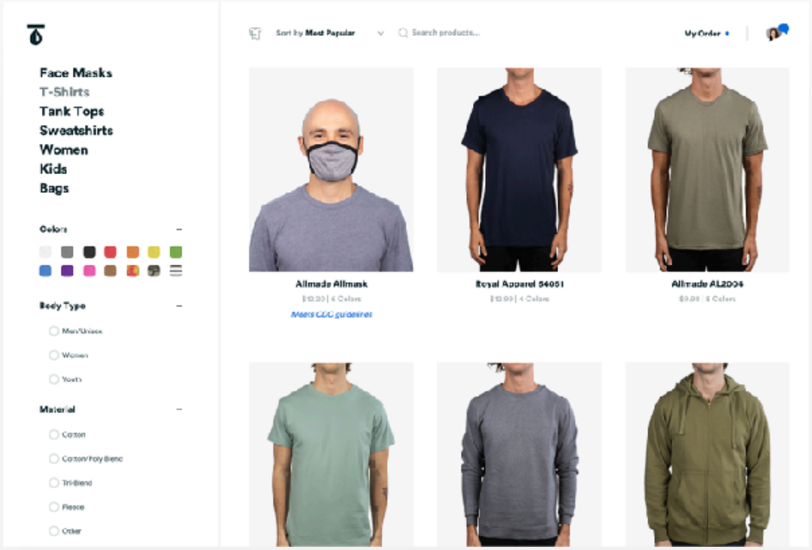


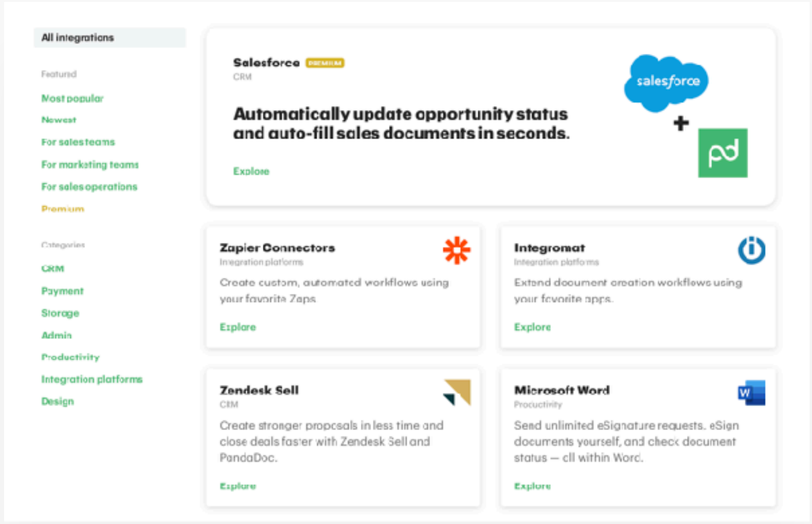


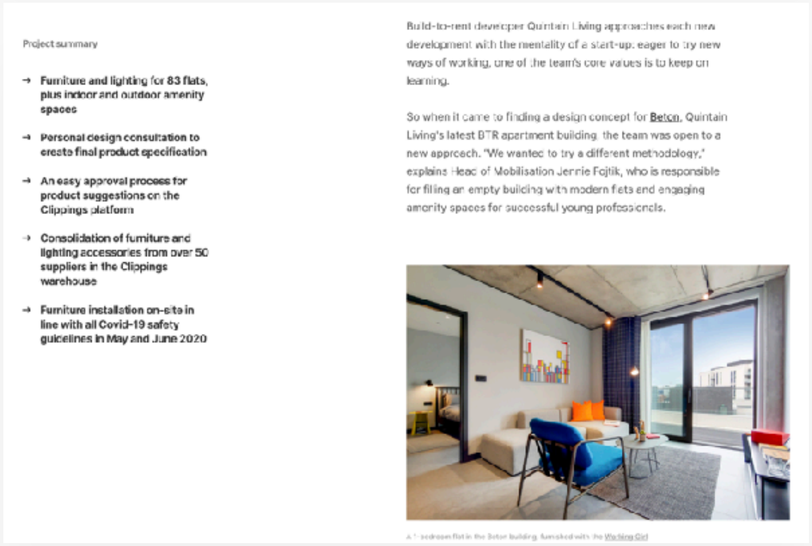


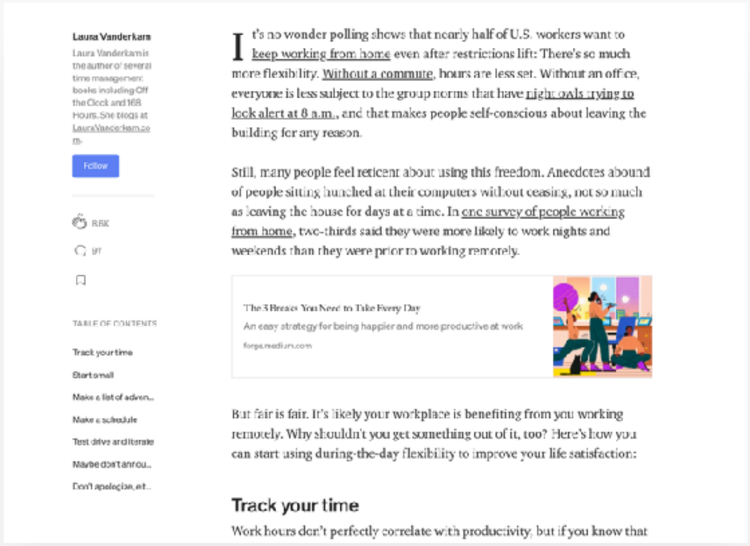
06 SIDEBAR

D PATTERNS



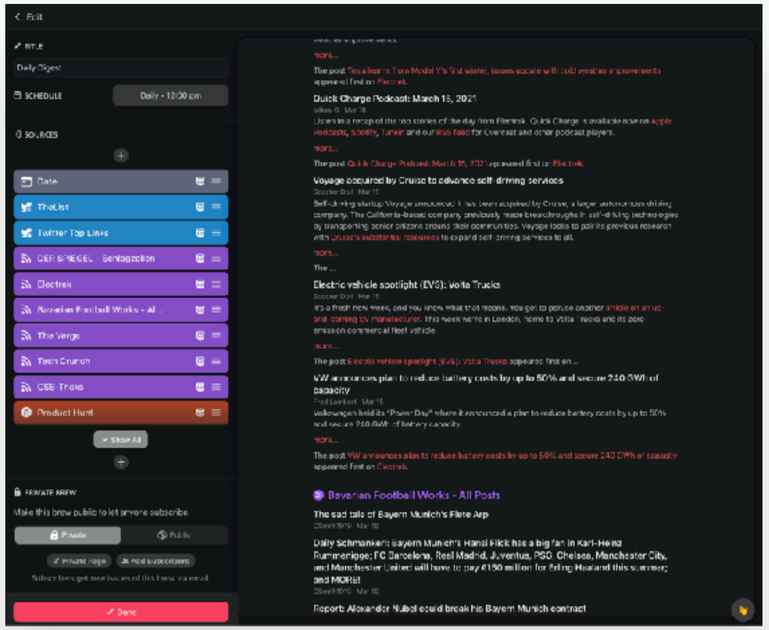


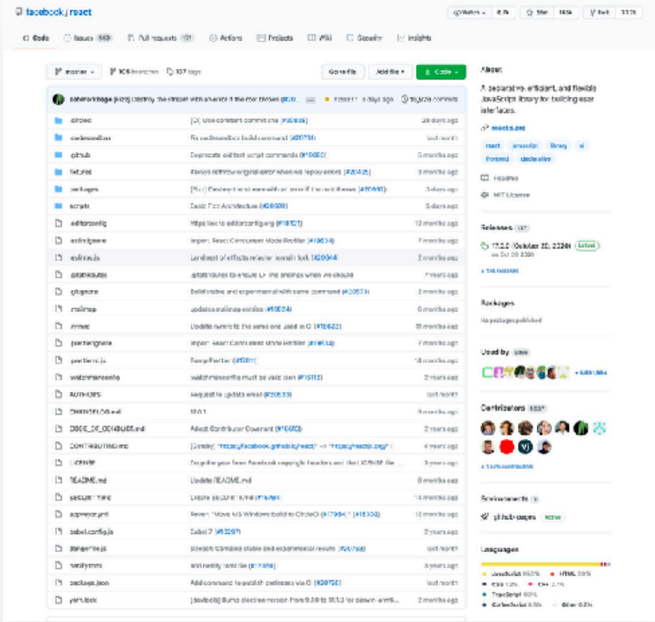


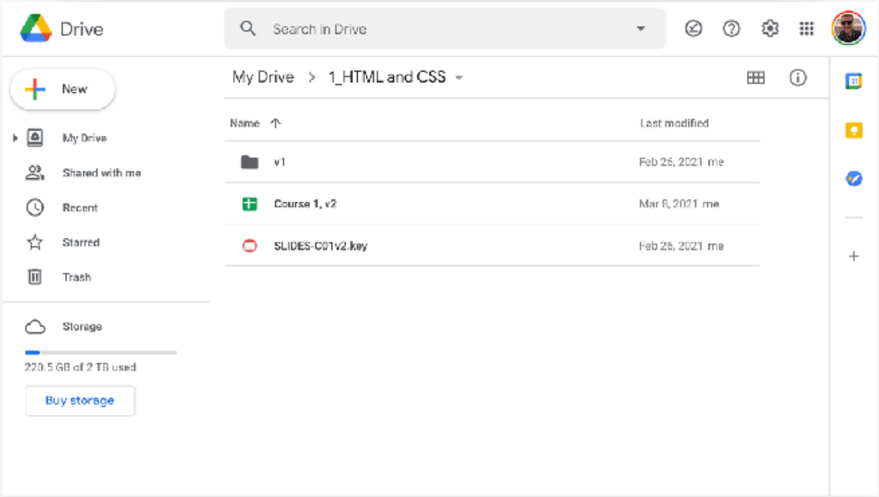


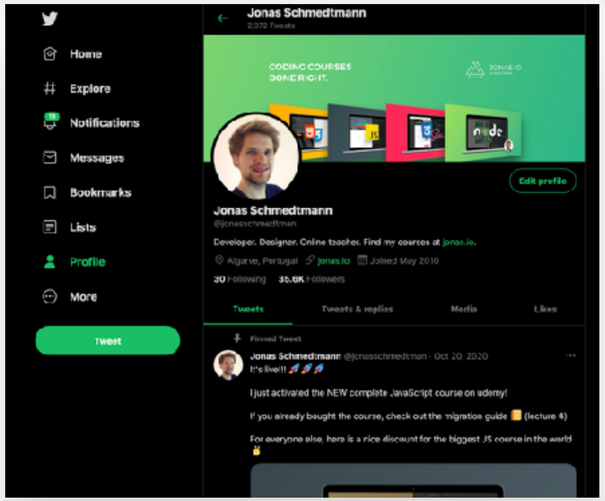
06 SIDEBAR

D PATTERNS









07 MULTI-COLUMN / MAGAZINE

D PATTERNS

COVID-19: Live updates | Vaccinations by country | TRENDING: Pele stadium tribute | Namibia's First Lady | Meteor | Ronaldo's error | 'House of Gucci'

House set for stimulus vote

The $1.9 trillion plan includes up to $1,400 stimulus checks for some Americans and extends unemployment benefits

Analysis: Bill will do more than boost the US economy

CNN poll: Biden and his relief bill prove popular

Analysis: The US is about to start a massive experiment in progressive government

$1.9 trillion bill: Here's what it means for you

Meghan complained to UK network over Piers Morgan's comments

- Former palace insider: It's clear there will be reverberations
- Black journalists say UK media 'in denial'

Vice President Kamala Harris waits for her own portfolio as she settles into new role

Senate confirms Rep. Marcia Fudge as secretary of HUD

Westerners are increasingly scared of traveling to China as threat of detention rises

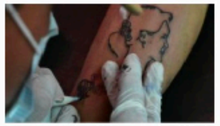
Trump's GOP clash ignites midterm worries

Serving police officer arrested on suspicion of murder in hunt for missing London woman

Russia's Twitter crackdown ends up taking out government websites

Senior Democratic leader calls for Graham to 'go to church' after reparations comment

Saudi women's rights activist Loujain al-Hathloul's appeal rejected by court



Permanent resistance: The rise of anti-coup tattoos

- Second official busted in Myanmar coup dies in military detention

News and buzz

Cristiano Ronaldo commits 'unforgivable error'

Internet has humorous take on the Bidens' dog

Startup secures $170 million in investment, now valued at over $1 billion

Rory McIlroy says Tiger Woods is 'doing better' and hopeful to be home in the 'next week or so' — 37 m

Disney+ reaches a major milestone — 4 h

In a country where monthly minimum wage is $0.65, condoms cost $1 to $4

Ryan Murphy addresses complaint from Naya Rivera's father over college fund promise — 3 h

Media freedom fight threatens to escalate UK-China tensions

Here's what we know so far about the massive Microsoft Exchange hack

Life during the pandemic

Michelle Obama opens up about mental health struggles during Covid pandemic

The world needs doctors. This cancer patient is risking the time she has left to become one

LIVE UPDATES: Data suggests variant first identified in UK appears to be more deadly

What can fully vaccinated people do? An expert weighs in

Covid-19's wider impact

As pandemic lockdowns swept the US, here's how some found the silver linings

Disneyland expects to reopen by late April

How pandemic unfolds in US depends on how Americans act in weeks ahead — 1 m

What we know as Texas gov. lifts mask mandate

Take a closer look

What Dubai looked like before oil money transformed it

A woman found a 19th century tombstone in the yard at her new house

Olympic swimmer Katie Ledecky on training in a backyard pool

Haaland breaks multiple Champions League records as his hot streak continues

5 benefits of apple cider vinegar (and a few duds)

Featured

Another beautiful Italian town is selling $1 houses

First looks at Lady Gaga and Adam Driver on set of new movie

Thailand launches yacht quarantine scheme

Take a break

Bahamas private island goes on sale for $19.5 million

Rio to honor Brazil's most celebrated soccer star

How NFTs are fueling a digital art boom

Jennifer Garner is proud to 'look like a woman who's had three babies'

What to watch: The movies and TV shows we're most excited about

Coronavirus economic impact

Biden's $1.9tn stimulus package set for final vote

Passage of sweeping bill would mark a milestone in the new administration's efforts to address the pandemic

NEW 58 MINUTES AGO

- Coronavirus latest: Variants represent more than half of current cases in New York City
- Cathay Pacific: pandemic drag outweighs recovery uplift
- Covid life insurance claims hit profits at L&G

US politics & policy

Biden turns to infrastructure as stimulus bill nears the finish line

LIVE

Coronavirus pandemic

Coronavirus latest: Variants represent more than half of current cases in New York City

Greensill Capital

Apollo's Greensill bid crumbles as Credit Suisse puts staff on leave

US private equity group halts talks to buy parts of stricken finance company

GameStop Corp

GameStop shares rush higher in echo of January's Reddit frenzy

Video game retailer has jumped more than 100% this week but remains shy of its January peak

NEW 51 MINUTES AGO

McKinsey

McKinsey elects Bob Sternfels as next leader of crisis hit partnership

Californian defeats rival Sven Smit in final round of voting to replace ousted Kevin Sneader

News in-depth Coronavirus pandemic 24 min

Vaccine economics: how Covid-19 will disrupt the vaccine market

New York State

How Ron Kim became Andrew Cuomo's nemesis

New York state assemblyman waged campaign against governor's Covid nursing home policy

Special purpose acquisition companies

Retail investor apathy threatens to derail Spac deals

Critical shareholder votes are delayed after investors fail to participate in sufficient numbers

Coronavirus Pandemic >

+ Add to myFT

Covid variant up to twice as lethal as previous strains, UK study shows

Research finds highly infectious B.1.1.7 virus first detected in Kent causes more severe disease

3 HOURS AGO

Daniel Dombey

French lockdown escapees party in Madrid

Regional chief welcomes foreign tourists even as travel within Spain remains restricted

Coronavirus economic impact

Pandemic blamed for falling birth rates across much of Europe

Sharp declines in babies being born 9 months or more on from lockdowns in France, Italy and Spain

Covid-19 vaccines

Russia seeks to make Sputnik V in Italy as overseas demand surges

News in-depth Covid-19 vaccines

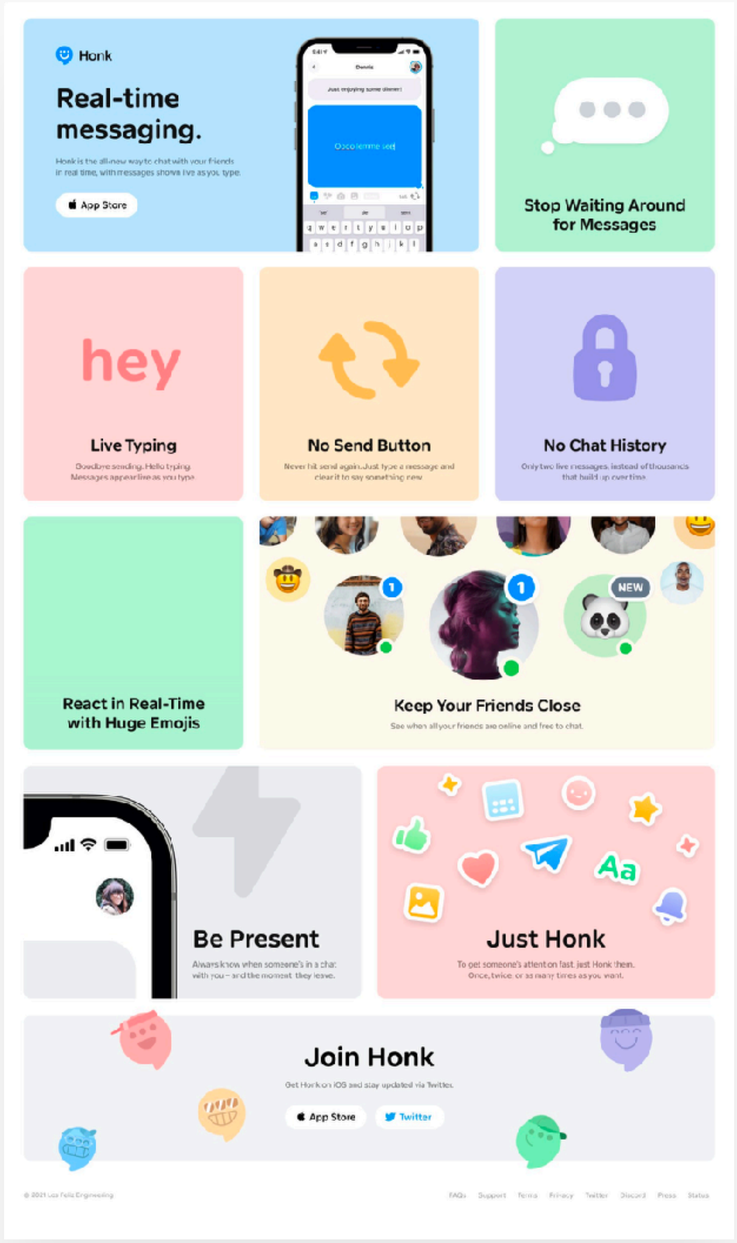
Sinopharm faces battle to turn Covid vaccine into a global success

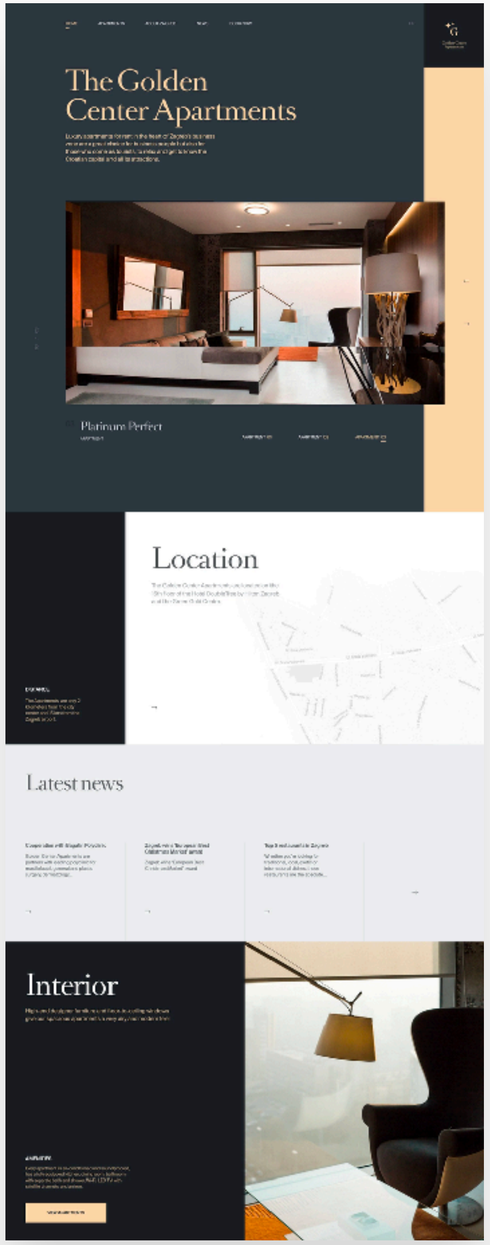
Coronavirus treatment

Vaccine tips and tricks: a start-up industry helps Americans find a shot

08 ASYMMETRY / EXPERIMENTAL

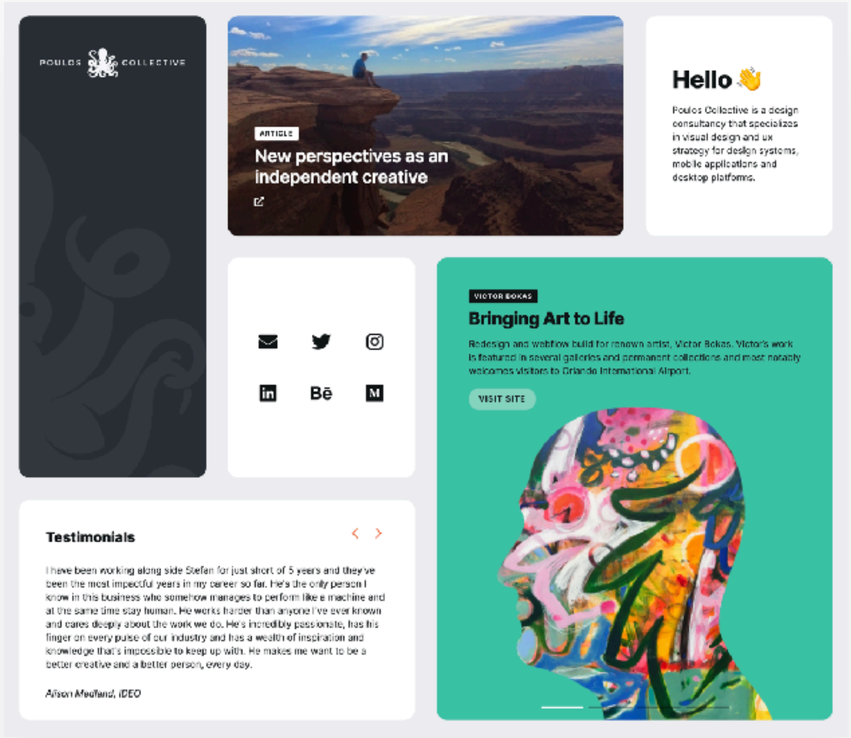
D PATTERNS

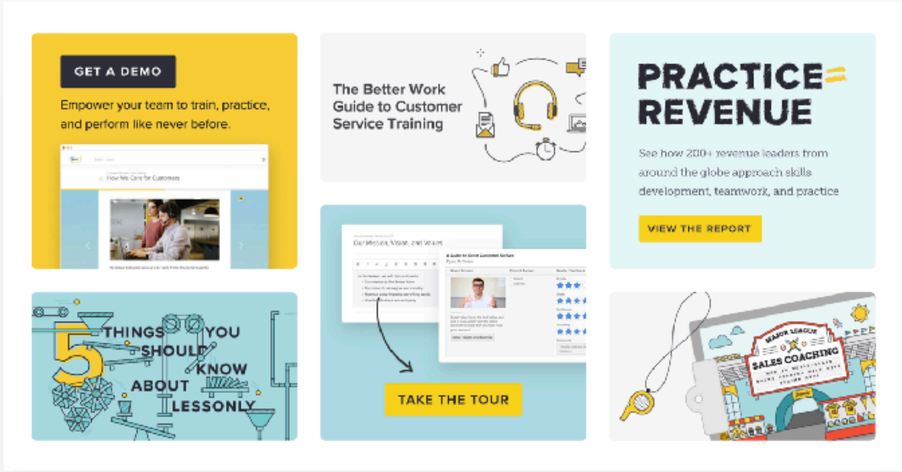


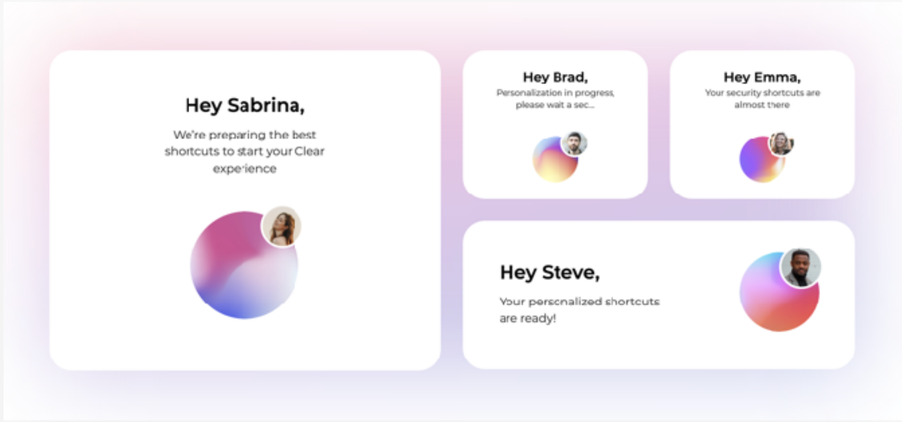


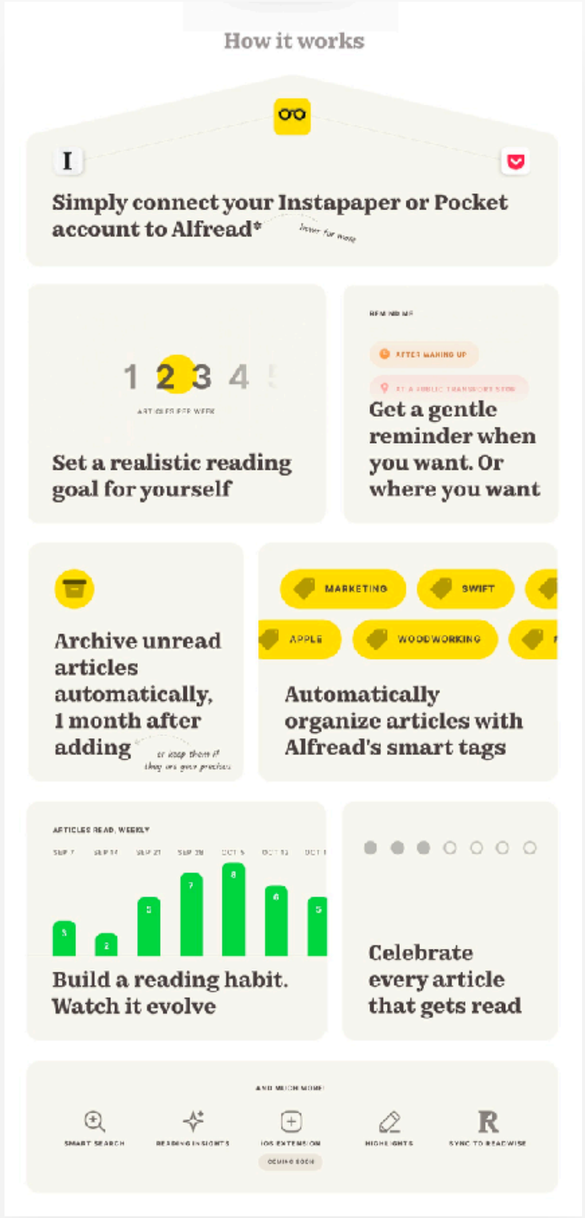
08 ASYMMETRY / EXPERIMENTAL

D PATTERNS









SECTION 07 — OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

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SECTION

OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

THE 7 STEPS TO A GREAT WEBSITE

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. **DEFINE**
2. PLAN
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

1 DEFINE THE PROJECT

- 👉 Define **WHO the website is for**. Is it for yourself? For a client of your agency or your freelancing business?
- 👉 Define **WHAT the website is for**. In other words, define **business and user goals** of your website project (👋 *See lecture on UX*)

  Business goal example: *Selling premium dog food*
  User goal example: *Finding high-quality dog food for good price*

- 👉 Define a **target audience**. Be really specific if possible and if it makes sense for your website (this can come from your client)

  Example: *“Women, 20 to 40 years old, living in Europe, earning over 2000€/month, with a passion for dogs”*

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. **DEFINE**
2. **PLAN**
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

2 PLAN THE PROJECT

- 👉 Plan and gather **website content**: copy (text), images, videos etc.
- 👉 Content is usually **provided by the client**, but you also can help them produce and find some content (simply finding free images is easiest, but if they want copy, charge them extra)
- 👉 For bigger sites, plan out the **sitemap**: what pages the site needs, and how they are related to one another (content hierarchy)
- 👉 Based on the content, plan what **sections** each page needs in order to convey the content's message, and in which order
- 👉 Define the **website personality** (👋 *See web design section*)

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. **DEFINE**
2. **PLAN**
3. **SKETCH**
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

3 SKETCH LAYOUT AND COMPONENT IDEAS

- 👉 Think about what **components** you need, and how you can use them in **layout patterns** (👋 *Get inspiration in web design section*)
- 👉 **Get ideas out of your head**: sketch them with **pen and paper** or with some design software (e.g. Figma)
- 👉 This is an **iterative process**: experiment with different components and layouts, until you arrive at a first good solution
- 👉 You don’t need to sketch everything, and **don’t make it perfect**. At some point, you’re ready to jump into HTML and CSS

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. DEFINE
2. PLAN
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

4 DESIGN AND BUILD WEBSITE

- 👉 Use decisions, content and sketches from Steps 1, 2 and 3 to **design and build the website with HTML and CSS** (“designing in the browser”)
- 👉 You already have the **layout** and **components** that you selected in Step 3. In this step, you need to design the actual **visual styles**
- 👉 Create the design based on selected **website personality**, the **design guidelines** I showed you, and **inspiration** (👋 *See web design section*)
- 👉 Use the **client’s branding** (it if exists already) for design decisions whenever possible: **colors**, **typography**, **icons**, etc.

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. DEFINE
2. PLAN
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

5 TEST AND OPTIMIZE

- 👉 Make sure website works well in **all major browsers** (Chrome, Firefox, Safari, Edge, maybe even old IE 😱)
- 👉 Test the website on **actual mobile devices**, not just in DevTools
- 👉 Optimize all **images**, in terms of dimensions and file size (👋 *See lecture on images*)
- 👉 Fix simple **accessibility** problems (e.g. color contrast issues)
- 👉 Run the **Lighthouse** performance test in Chrome DevTools and try to fix reported issues
- 👉 Think about **Search Engine Optimization** (SEO)

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. DEFINE
2. PLAN
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

6 LAUNCH THE MASTERPIECE 🚀

- 👉 Once all work is done, everything is perfect, and you got approval from your client (or yourself 😁), it's time to **share your masterpiece with the world!**
- 👉 Upload your website files to a **hosting platform**. There are countless platform, we will use one with a free plan (Netlify)
- 👉 Choose and buy a great **domain name**, one that represents the brand well, is memorable and easy to write

THE **PROCESS** BEHIND BUILDING A WEBSITE

1. DEFINE
2. PLAN
3. SKETCH
4. DESIGN AND BUILD
5. TEST AND OPTIMIZE
6. LAUNCH
7. MAINTAIN AND UPDATE

7 MAINTAIN AND KEEP UPDATING WEBSITE

- 👉 Launching is not the end...
- 👉 Keep the website content **updated over time**. If you're working with a client, you can create a monthly maintenance contract (recurring revenue 🤑)
- 👉 Install **analytics software** (e.g. Google Analytics or Fathom) to get statistics about website users. This may **inform future changes** in the site structure and content.
- 👉 A **blog** that is updated regularly is a good way to keep users coming back, and is also good for SEO.

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SECTION

OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

DEFINING AND PLANNING THE PROJECT (STEPS 1 AND 2)

YOUR FIRST **REAL-WORLD** PROJECT

OMNIFOOD

- 👉 **Your first “job”!**
- 👉 **You were hired to design and build a website** for a fictional company called Omnifood
- 👉 Omnifood is startup that uses AI to create and deliver custom healthy meal plans
- 👉 They provided us with all the content for the website (`content.md`)

STEP 1: **DEFINE THE PROJECT**

👉 Define WHO the website is for

For a client

👉 Define WHAT the website is for

Business goal: Selling monthly food subscription
User goal: Eating well effortlessly, without spending a lot of time and money

👉 Define target audience

Busy people who like technology, are interested in a healthy diet, and have a well-paying job

✅ From provided content file:

“We are a technology company first, but with a major focus on consumer well-being through a healthy diet. Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month.”

STEP 2: **PLAN THE PROJECT**

✅ **Plan and gather website content**

🚫 **Plan out the sitemap**

We will just build a **one-page marketing website** (oftentimes called a landing page), so no sitemap

👉 **Define website personality**

Based on the tech-centered target audience, as well as the actual product being sold, we will use the **startup/ upbeat** personality. We might add some elements of the **calm/peaceful** personality, since the product is all about consumer well-being as well

👉 **Plan page sections** 👇

✅ **From provided content file:**

“We are a technology company first, but with a major focus on consumer well-being through a healthy diet. Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month.”

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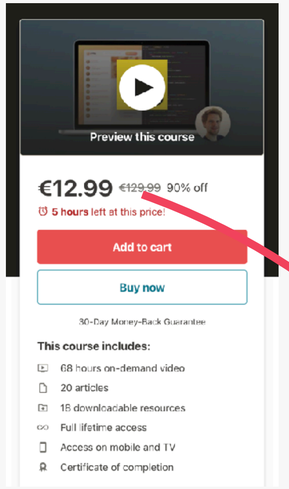
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

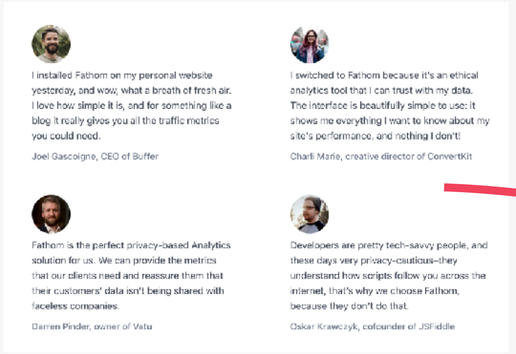
LECTURE

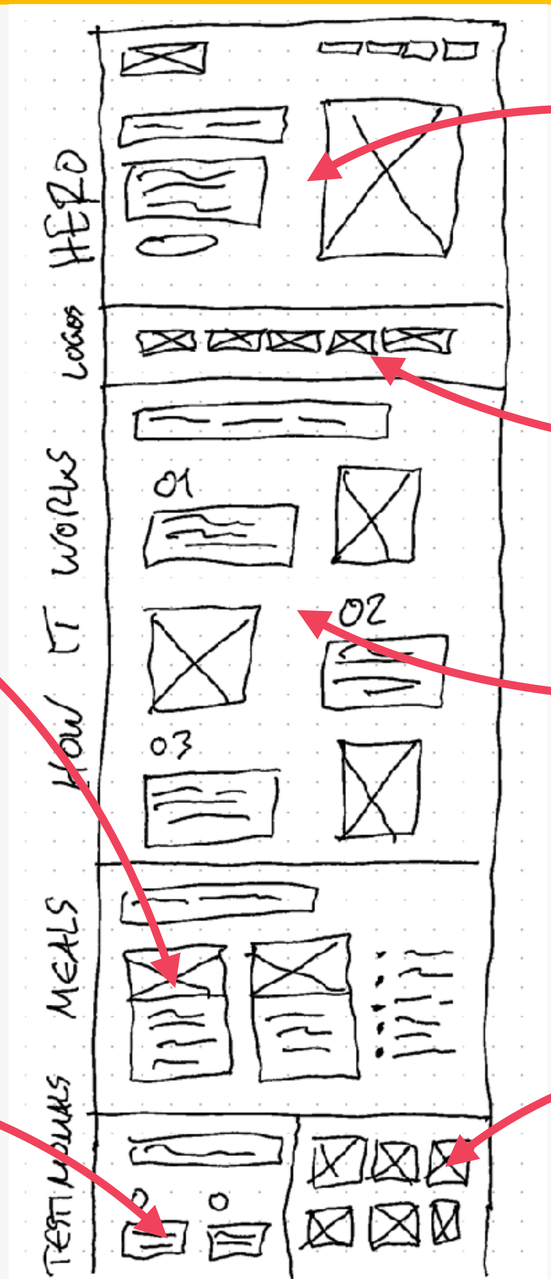
SKETCHING INITIAL LAYOUT IDEAS (STEP 3)

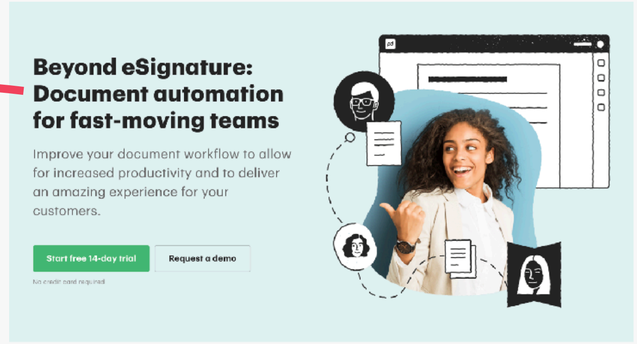
FIRST IDEAS AND SKETCH

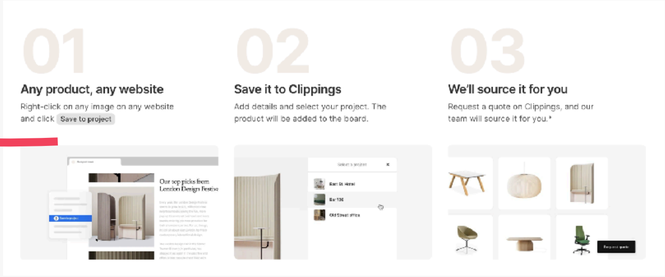
- 👉 Logo + Navigation
- 👉 Hero
- 👉 Featured in
- 👉 How it works
- 👉 Meals (and list of diets)
- 👉 Testimonials + gallery
- 👉 Pricing + features
- 👉 CTA
- 👉 Footer

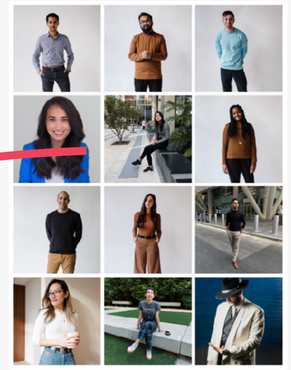












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OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

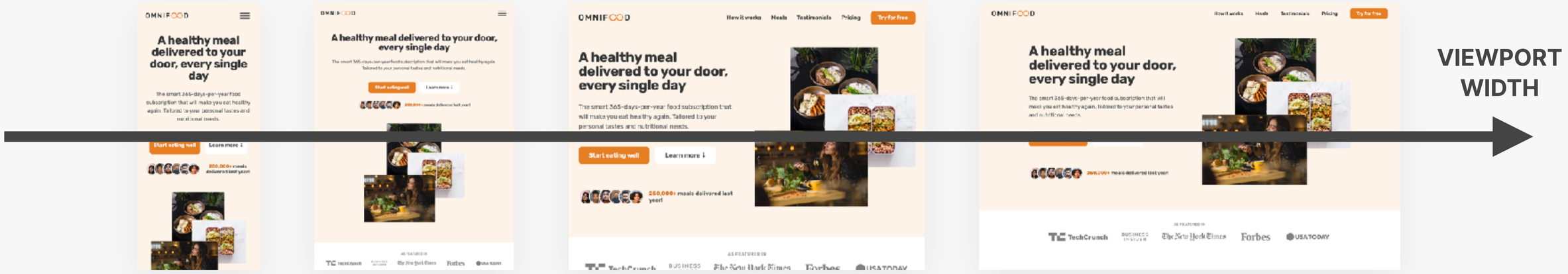
LECTURE

RESPONSIVE DESIGN PRINCIPLES

WHAT IS **RESPONSIVE DESIGN?**

RESPONSIVE DESIGN

- 👉 Design technique to make a webpage adjust its layout and visual style to **any possible screen size** (window or viewport size)
- 👉 In practice, this means that responsive design makes websites usable on all devices, such as **desktop computers, tablets, and mobile phones**.
- 👉 It's a set of practices, **not a separate technology**. It's all just CSS!



RESPONSIVE DESIGN **INGREDIENTS**

1 FLUID LAYOUTS

- 👉 To allow webpage to adapt to the **current viewport** width (or even height)
- 👉 Use `%` (or `vh` / `vw`) unit instead of `px` for elements that **should adapt to viewport (usually layout)**
- 👉 Use `max-width` instead of `width`

2 RESPONSIVE UNITS

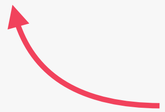
- 👉 Use `rem` unit instead of `px` for most lengths
- 👉 To make it easy to **scale the entire layout down** (or up) automatically
- 👉 **Helpful trick:** setting `1rem` to `10px` for easy calculations

3 FLEXIBLE IMAGES

- 👉 By default, images **don't scale automatically** as we change the viewport, so we need to fix that
- 👉 Always use `%` for image dimensions, together with the `max-width` property

4 MEDIA QUERIES

- 👉 Bring responsive sites to life!
- 👉 To change CSS styles on **certain viewport widths** (called breakpoints)

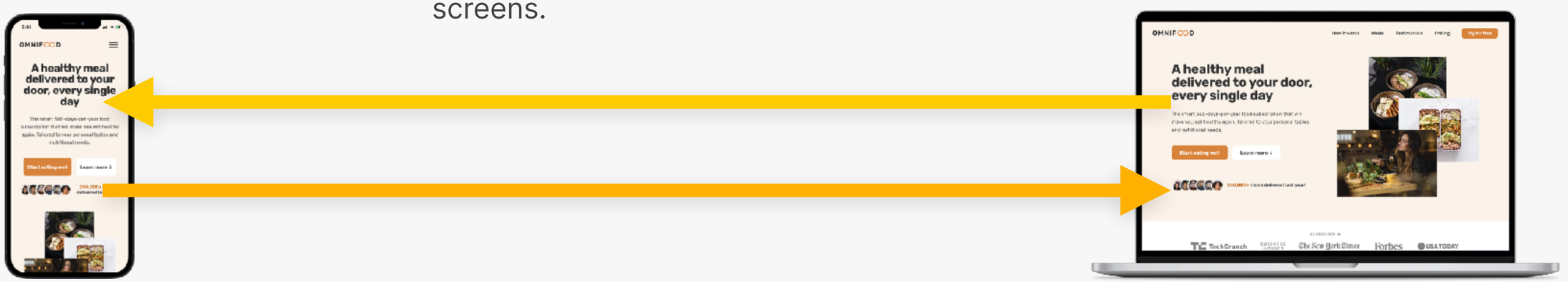


We will learn how to use media queries and how to select breakpoints in the **next section**

DESKTOP-FIRST **VS.** MOBILE-FIRST DEVELOPMENT

DESKTOP-FIRST

- 👉 Start writing CSS for the desktop: **large screen**
- 👉 Then, media queries **shrink design** to smaller screens.



MOBILE-FIRST

- 👉 Start writing CSS for mobile devices: **small screen**
- 👉 Then, media queries **expand design** to a large screen
- 👉 Forces us to reduce websites and apps to the **absolute essentials**.

We will do **desktop-first** in this project. It's easier to learn!

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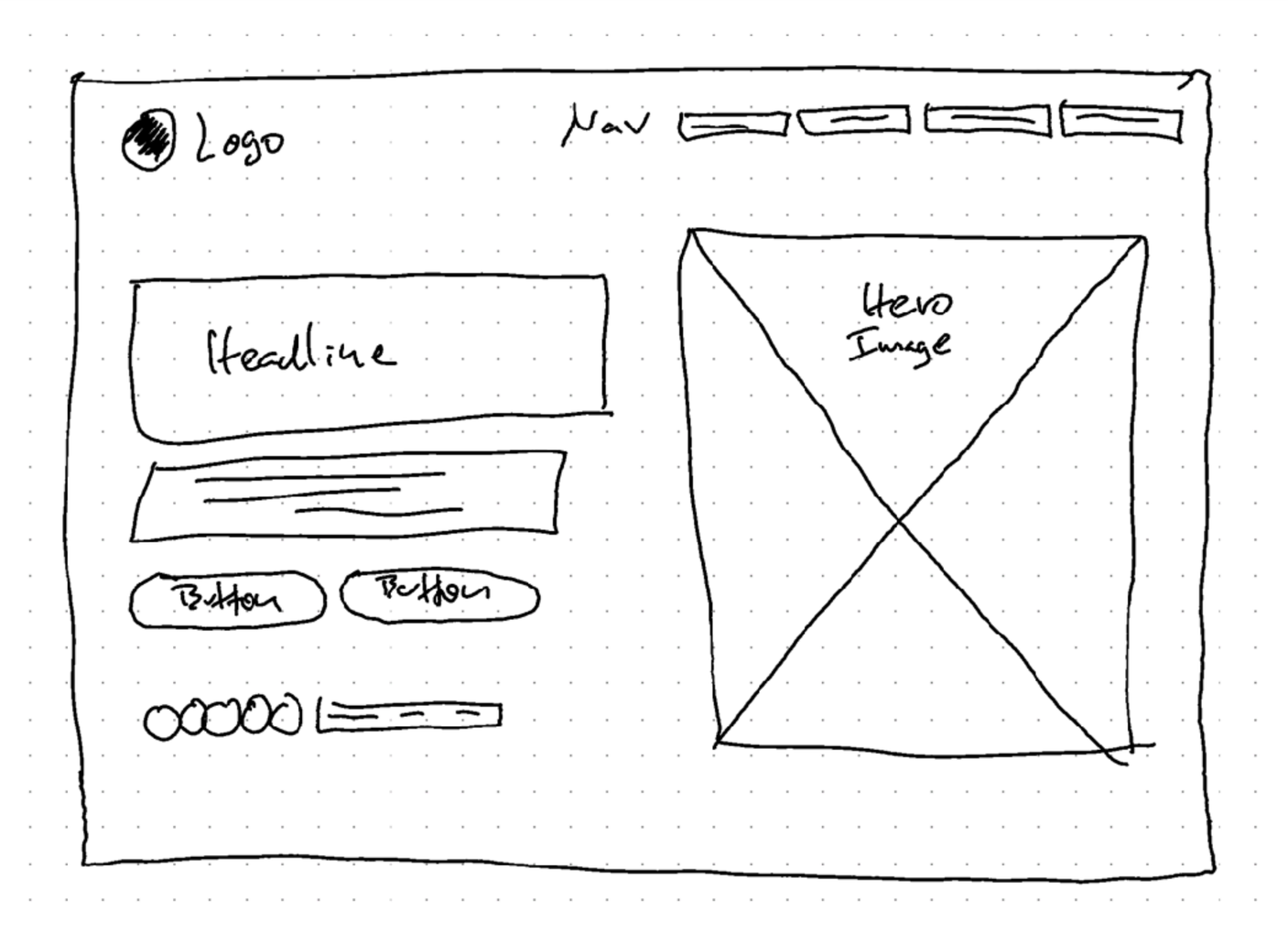
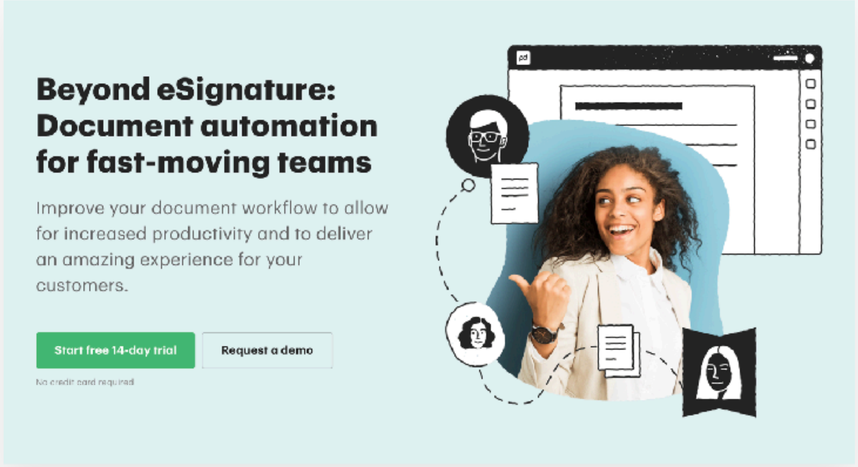
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

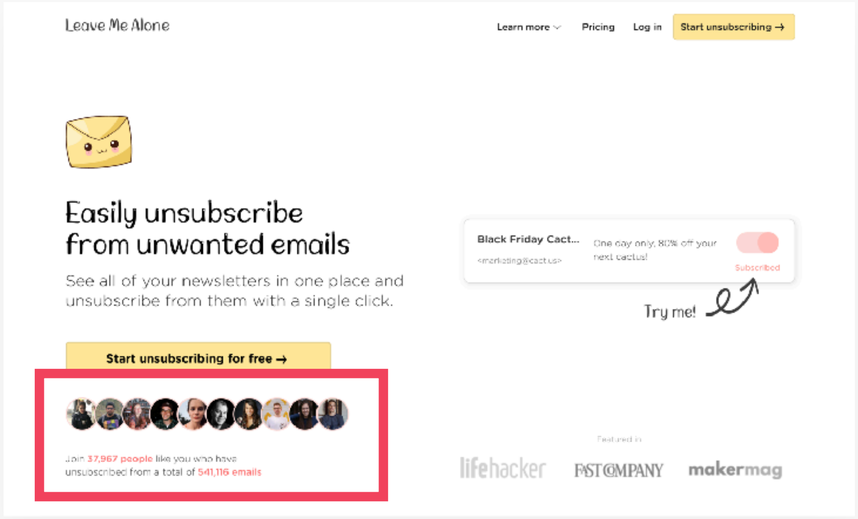
LECTURE

BUILDING THE HERO - PART 1

BUILDING THE **HERO**







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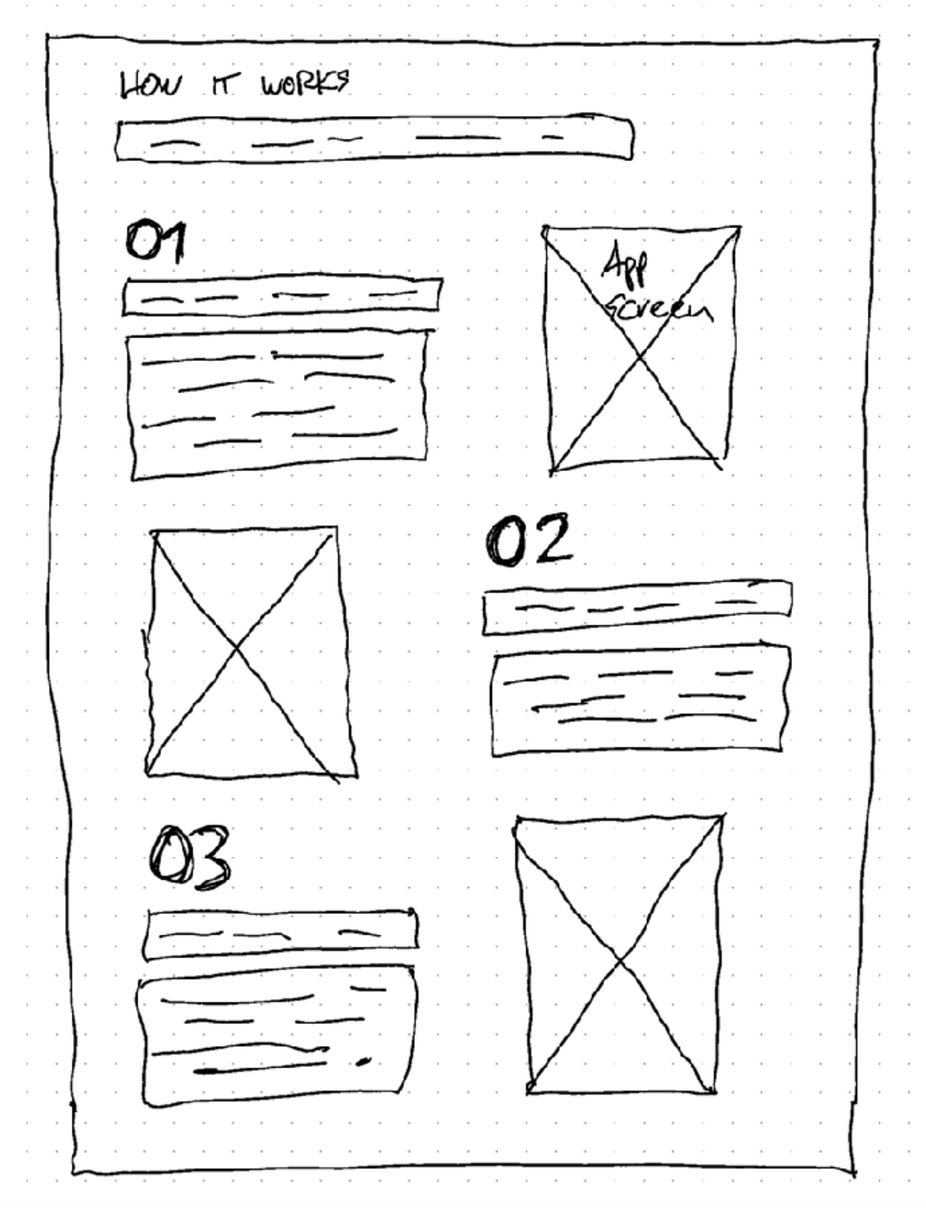
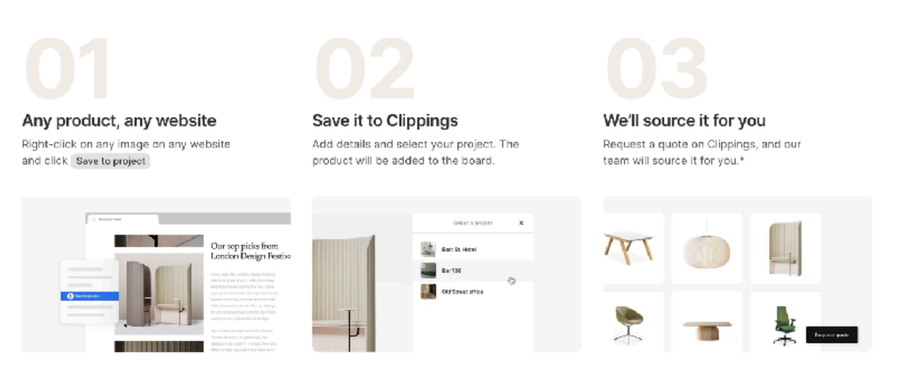
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

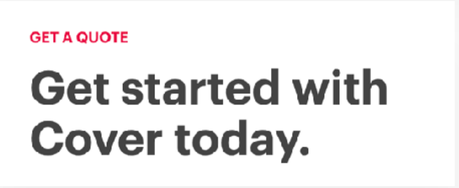
LECTURE

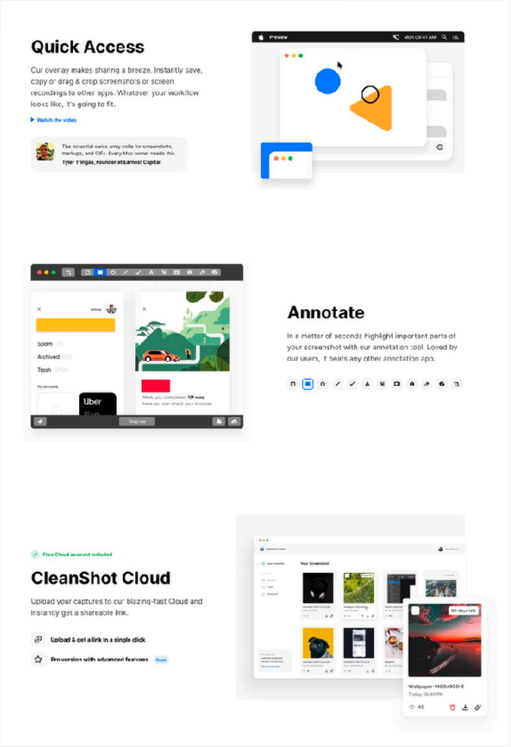
BUILDING THE HOW-IT-WORKS SECTION - PART 1

BUILDING THE **HOW-IT-WORKS** SECTION









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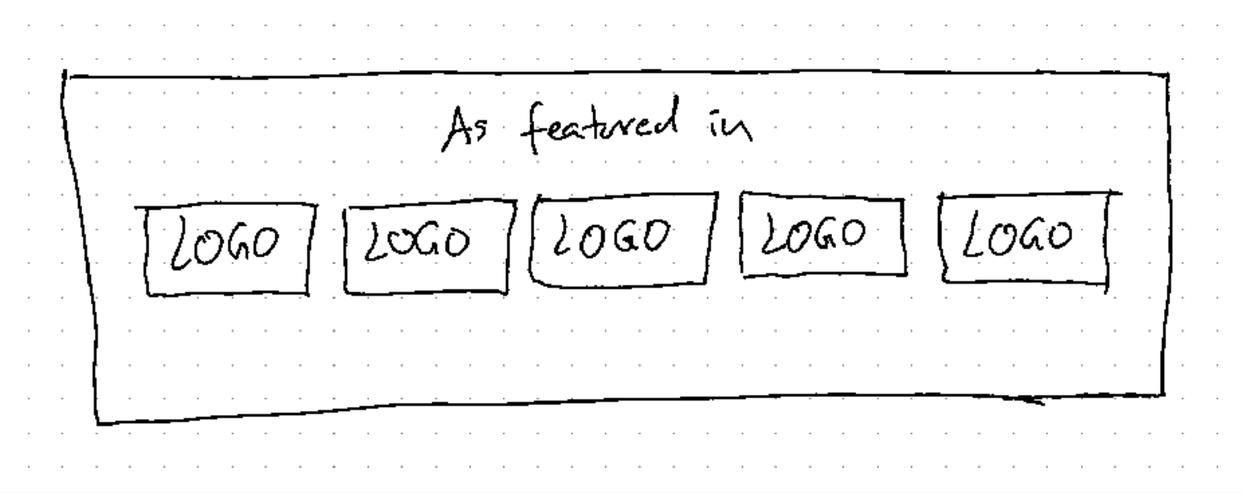
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

BUILDING THE FEATURED-IN SECTION

BUILDING THE **FEATURED-IN** SECTION



- ✅ Logo + Navigation
- ✅ Hero
- 👉 Featured in
- ✅ How it works
- 👉 Meals (and list of diets)
- 👉 Testimonials + gallery
- 👉 Pricing + features
- 👉 CTA
- 👉 Footer

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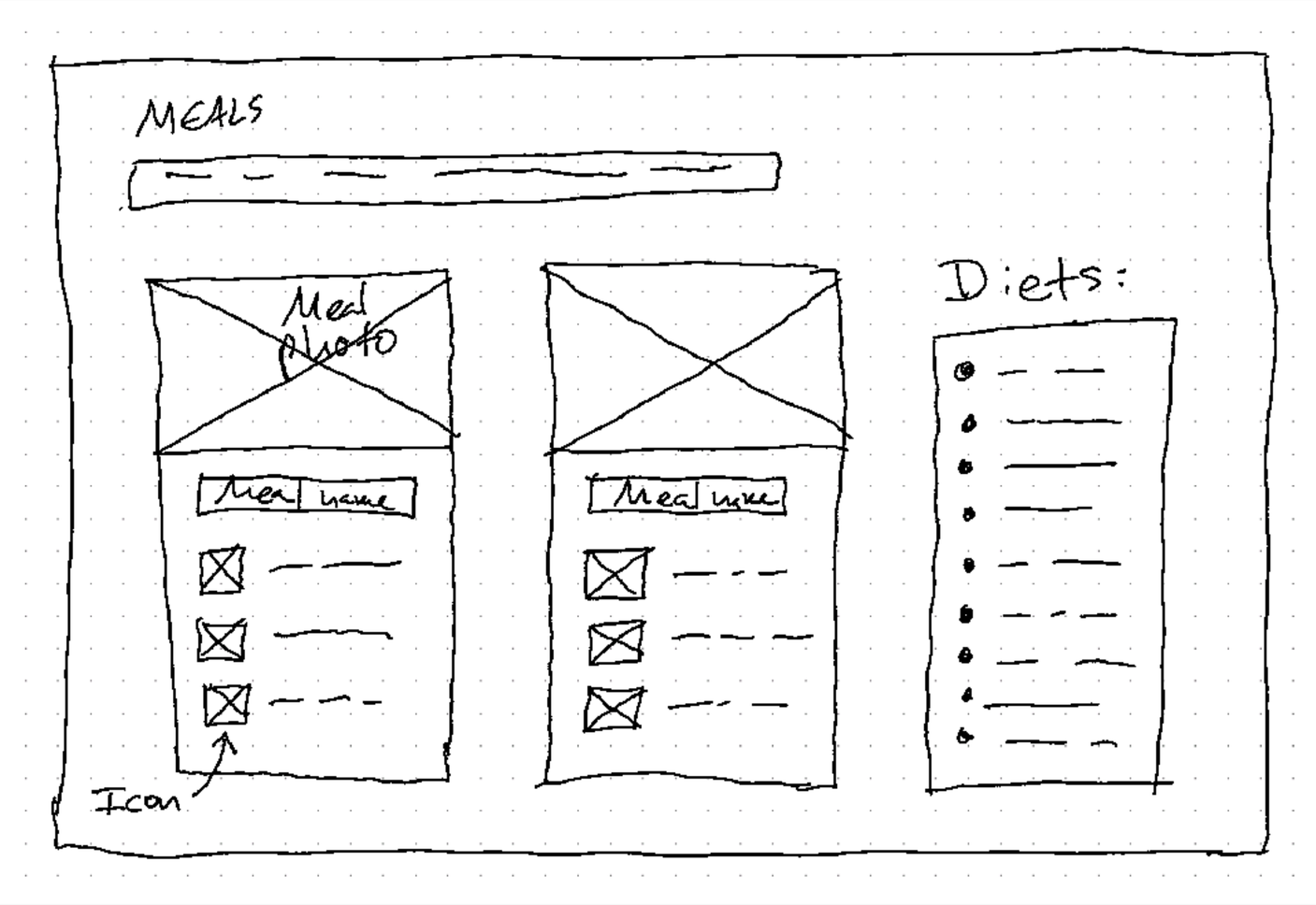
SECTION

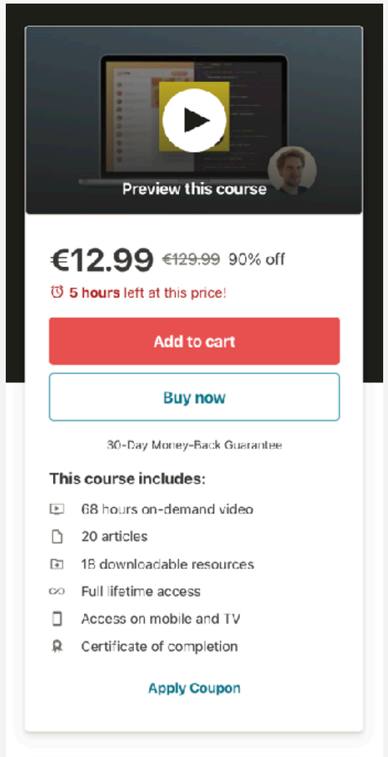
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

BUILDING THE MEALS SECTION - PART 1

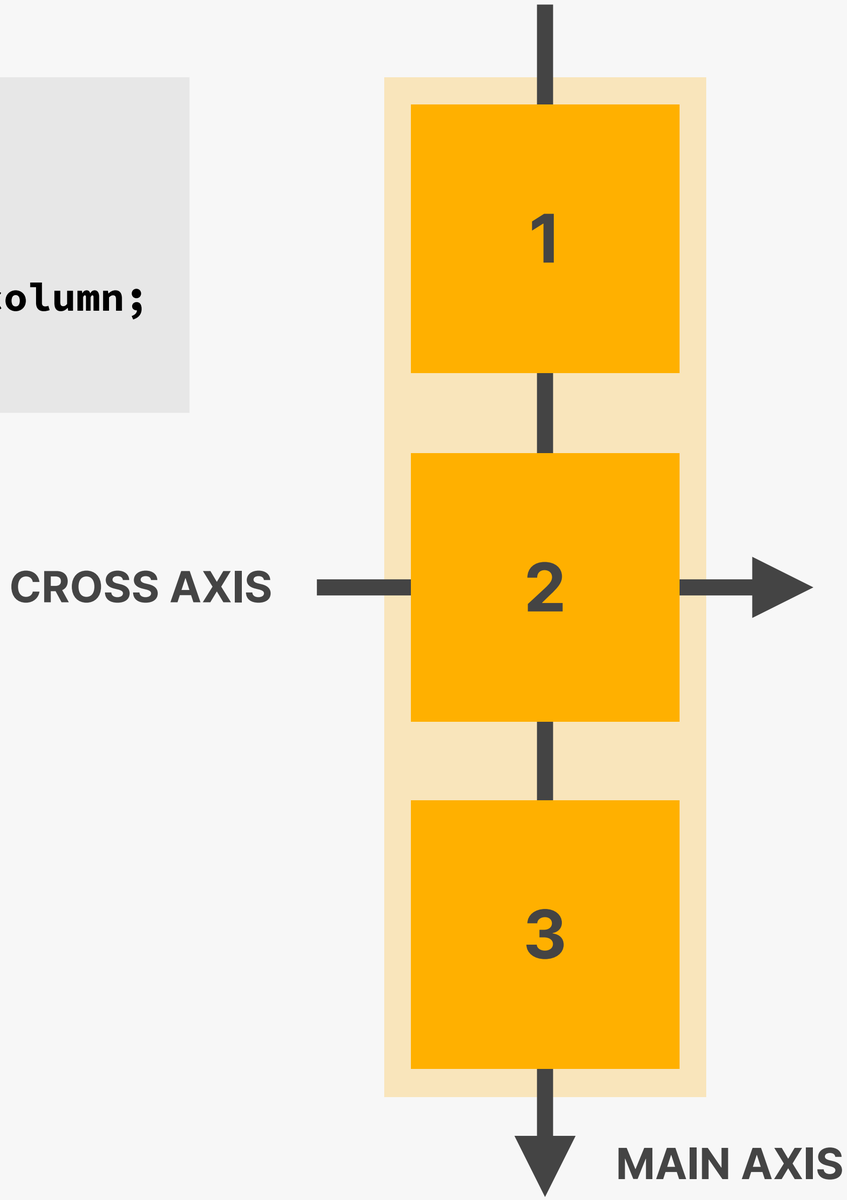
MEALS + DIETS SECTION





SWITCHING FLEX-DIRECTION TO **COLUMN**

```
.meal-attributes {
  display: flex;
  gap: 2rem;
  flex-direction: column;
}
```



WITH FLEX-DIRECTION SET TO COLUMN:

- 👉 `align-items` aligns items **horizontally**, no longer vertically
- 👉 `justify-content` aligns items **vertically**, no longer horizontally
- 👉 `gap` acts like **`margin-bottom`**, no longer like `margin-right`

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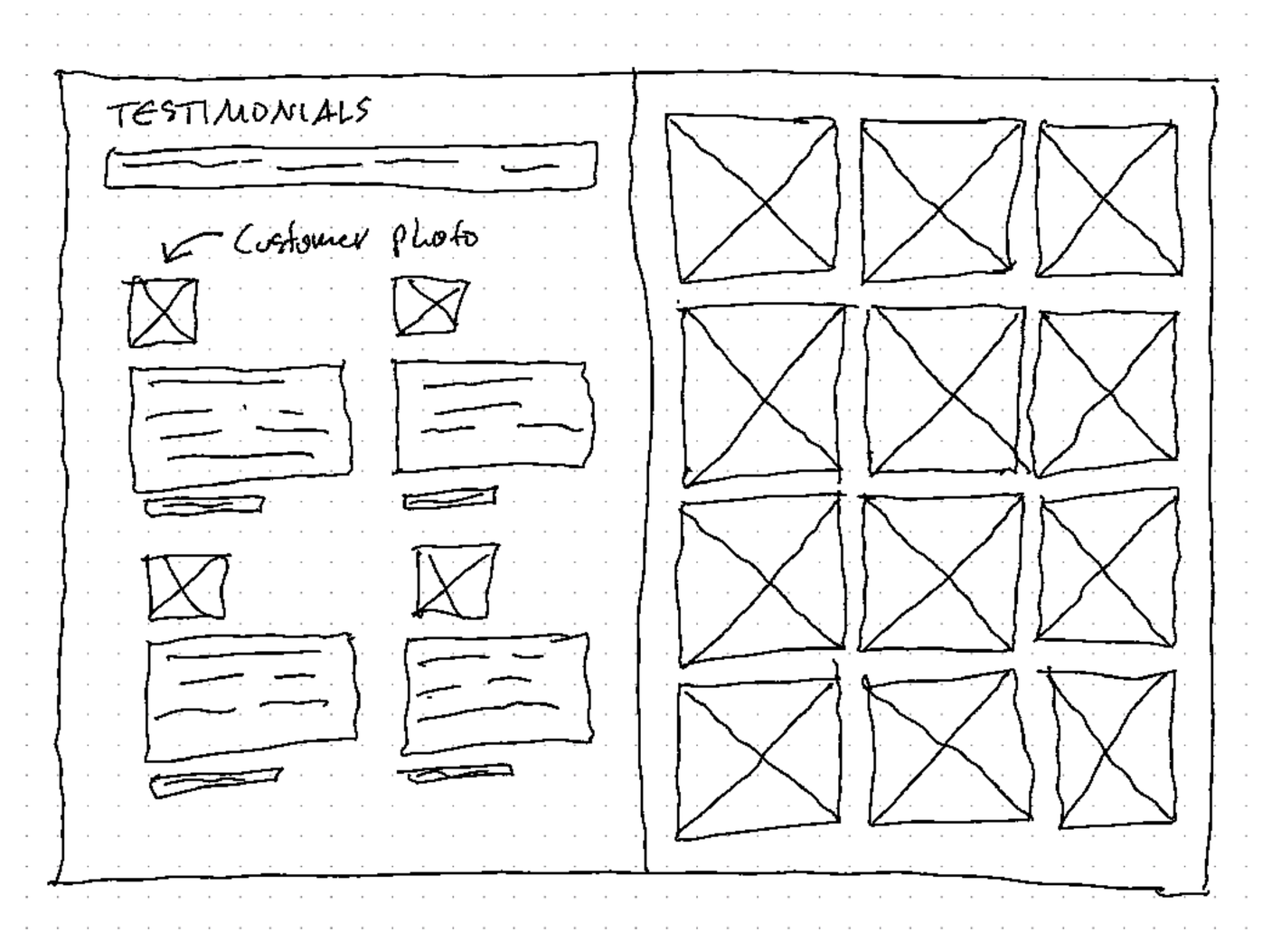
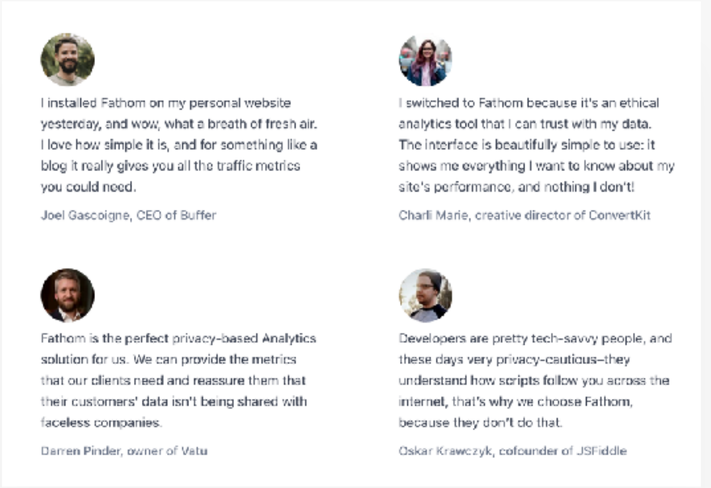
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

BUILDING THE TESTIMONIALS SECTION - PART 1

BUILDING THE **TESTIMONIALS + GALLERY** SECTION





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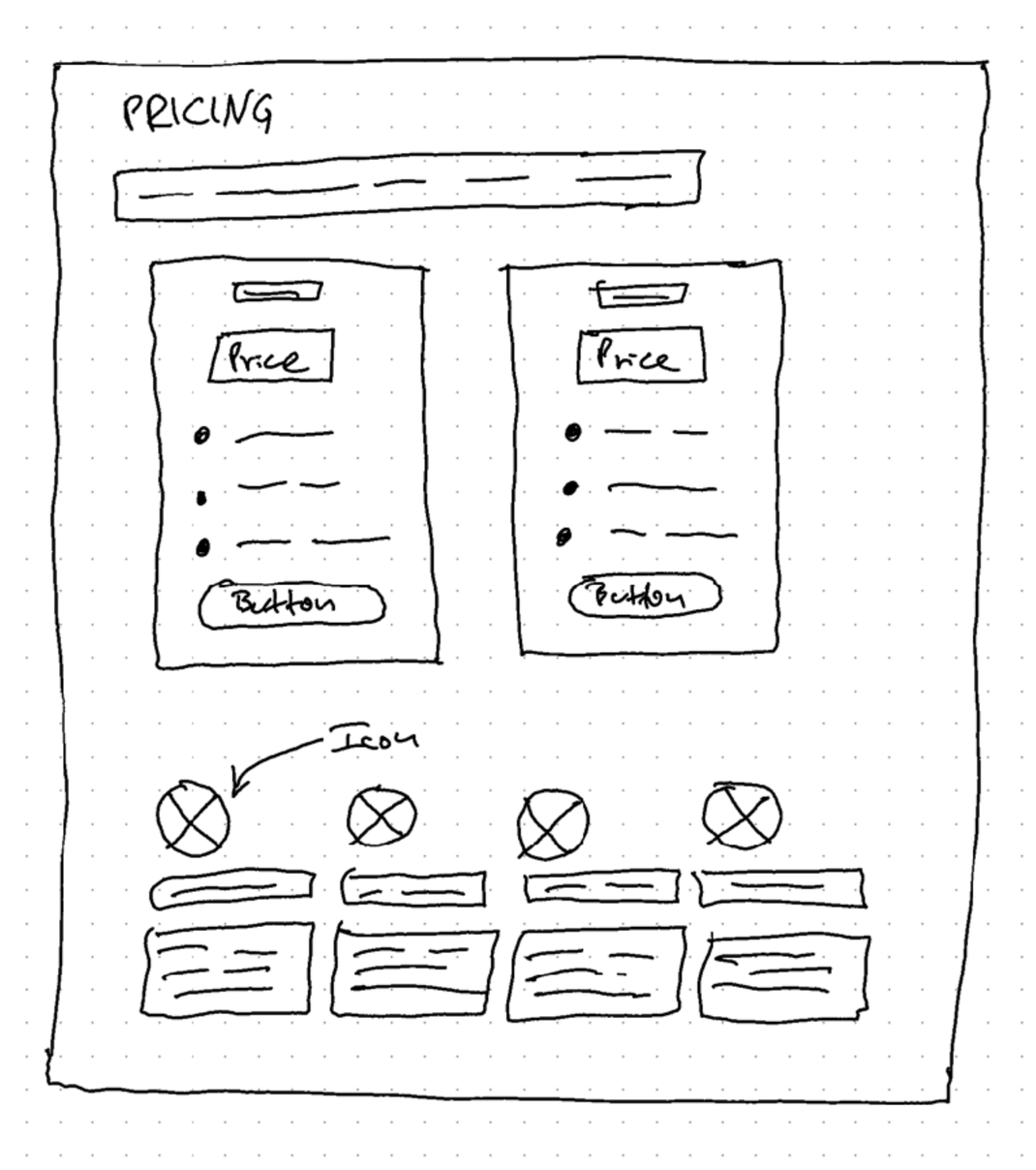
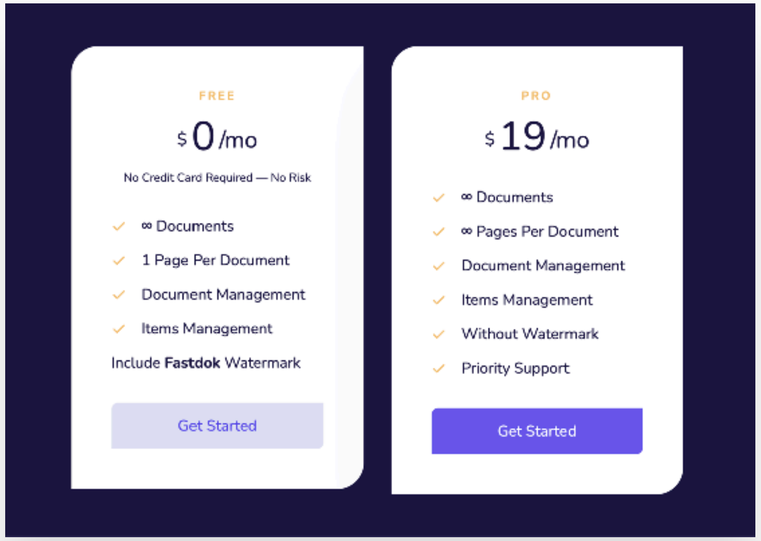
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

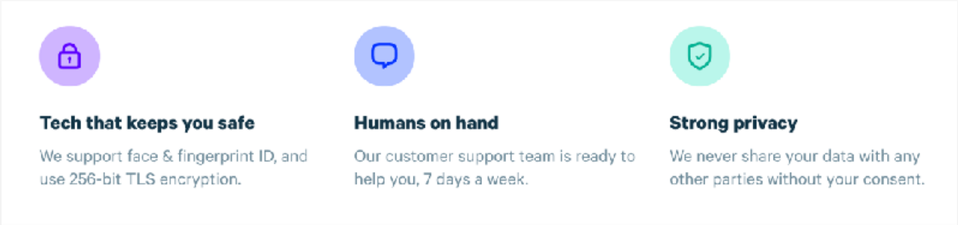
LECTURE

BUILDING THE PRICING SECTION - PART 1

BUILDING THE **PRICING + FEATURES** SECTION







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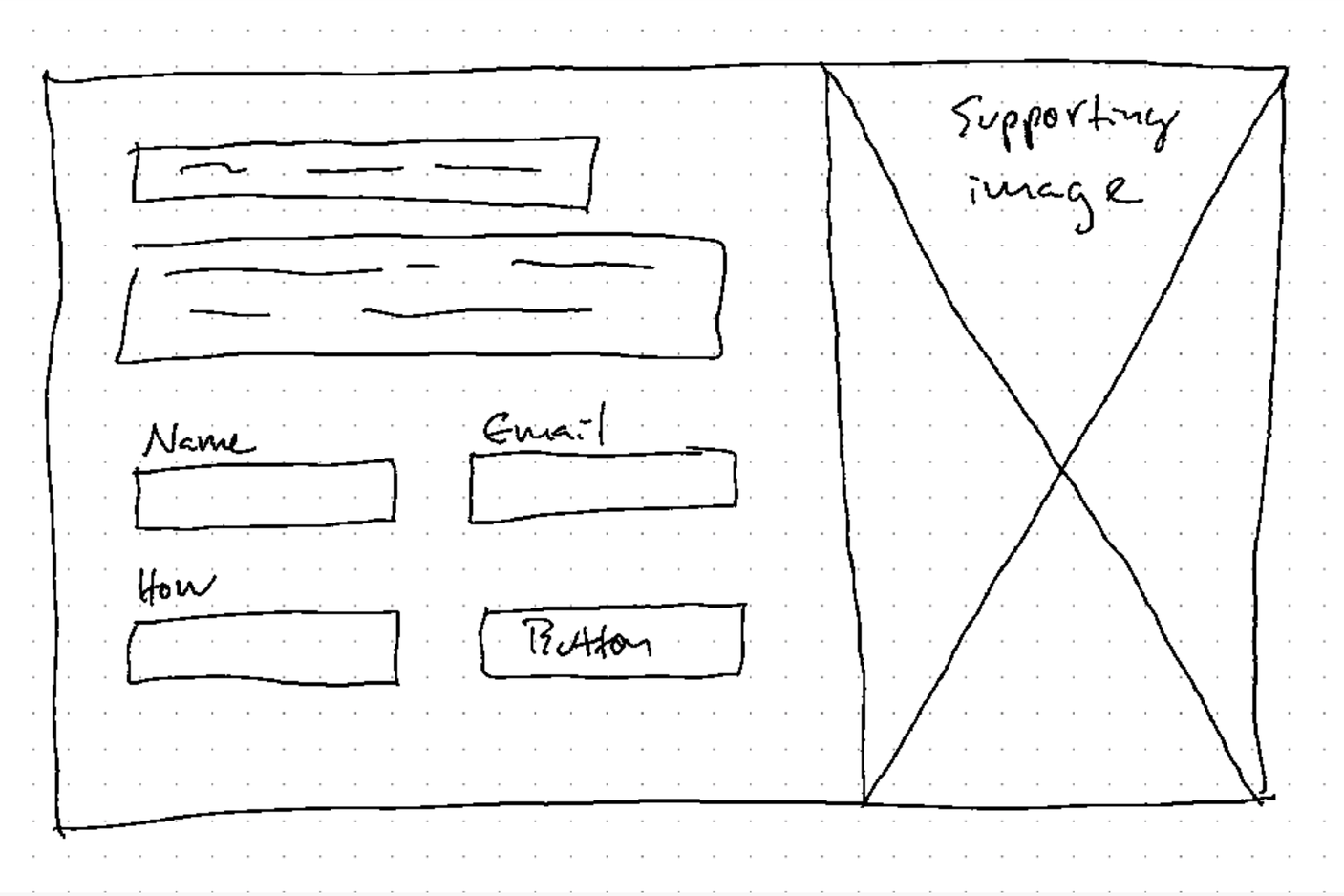
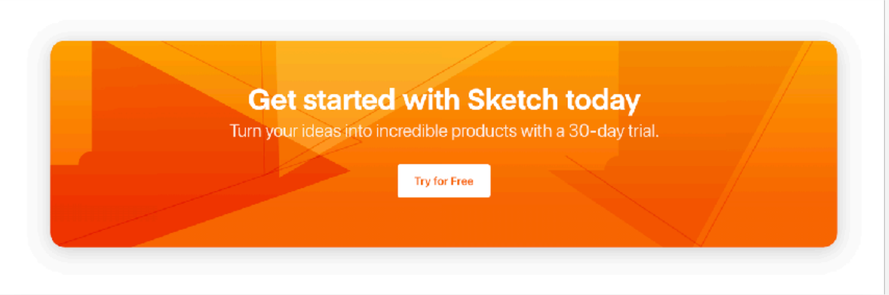
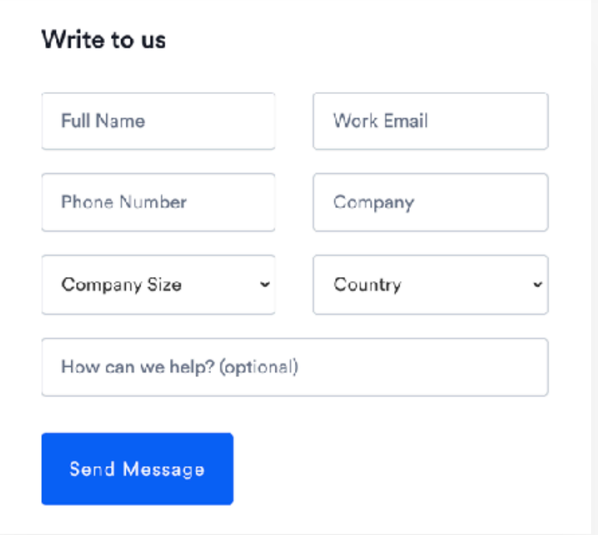
LECTURE

BUILDING THE CALL-TO-ACTION SECTION - PART 1

CTA SECTION


Supporting image
Name
Email
How
Button


Get started with Sketch today
Turn your ideas into incredible products with a 30-day trial.
Try for Free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Full Name
Work Email
Phone Number
Company
Company Size
Country
How can we help? (optional)
Send Message

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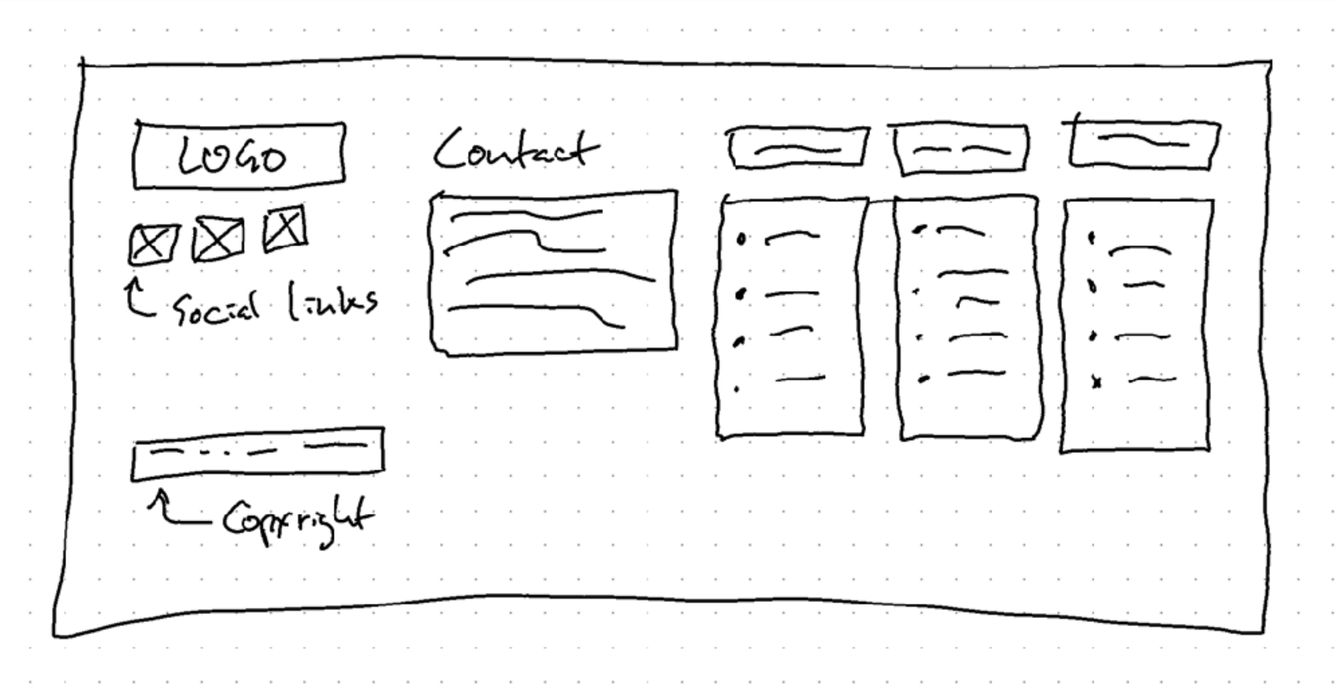
OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION

LECTURE

BUILDING THE FOOTER - PART 1

FOOTER SECTION



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SECTION 08 — OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN

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OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN

LECTURE

HOW MEDIA QUERIES WORK

HOW **MEDIA QUERIES** WORK (WITH MAX-WIDTH)

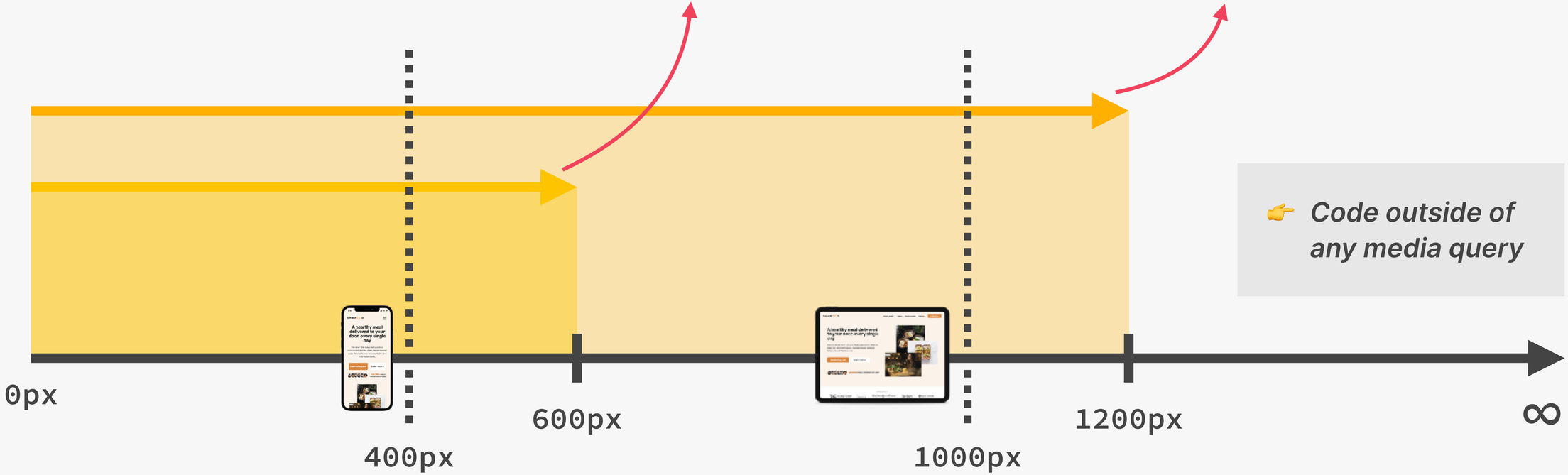
***Maximum** width at which media query still applies*

```
@media (max-width: 600px)
```

👉 “Is `width <= 600px` ?”

```
@media (max-width: 1200px)
```

👉 “Is `width <= 1200px` ?”



👉 *Code outside of any media query*

Example: At a viewport width of `400px`, CSS in both media queries applies

Example: At a viewport width of `1000px`, CSS from the `1200px` media queries applies

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OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN

LECTURE

HOW TO SELECT BREAKPOINTS

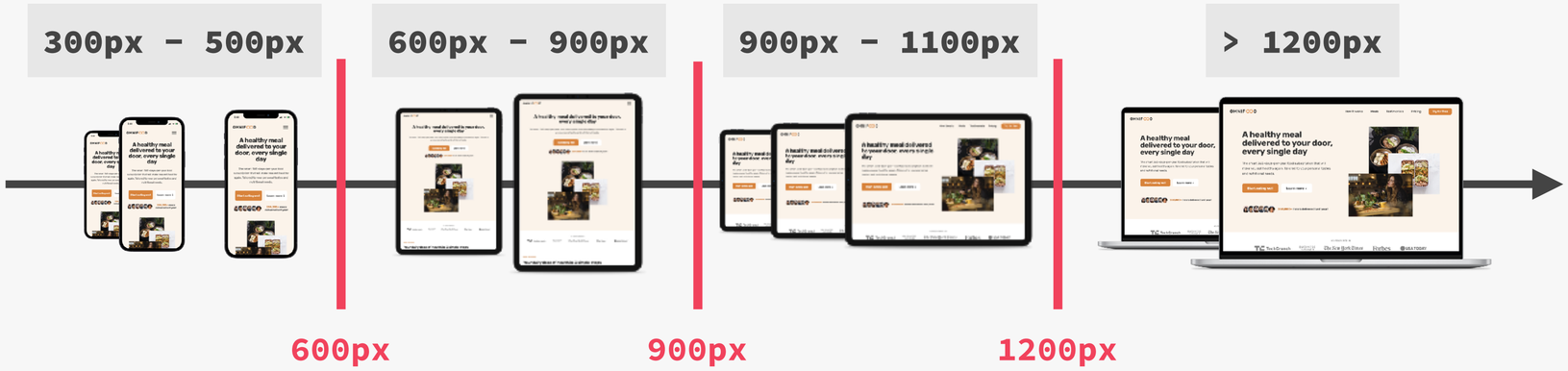
STRATEGIES FOR SELECTING **BREAKPOINTS**

BAD

Based on popular devices

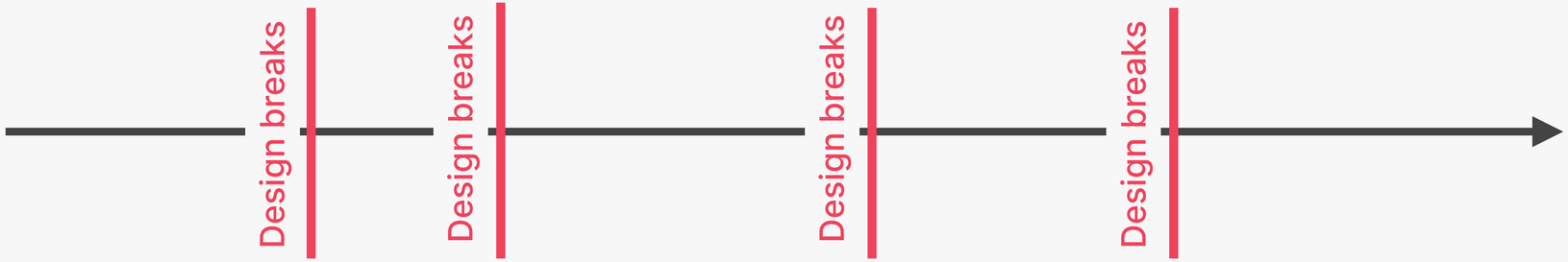
GOOD

Based on screen width ranges



PERFECT

When design breaks down



THE END!